

<https://rumble.com/v4rishu-100-push-ups.html>

1. Give us the whole context.
2. Tell us about the avatar.
3. Market and customer sophistication, based on the diagrams.

ARE HERE 

How has it performed?

- a. We didn't launch the ADs yet.

1. What is the business objective and why is it important?

Get new customers and sales, it's important because we don't have any sales at the current moment, and we only have 1 product, which is Ashwagandha, and we want to start at least generating sales before having a free lead magnet that we can try out.

Our "lead magnet" ideas were 1+1, so they paid only for 1 and get 2, and a discount. Which is a terrible idea for a discount though.

I am launching the Facebook ADS on meta, and this is the testing phase to see which ADs are the most successful.

2. What part of online presence/funnel to achieve that business objective?

I am working on a Facebook Ad to achieve more sales and new customers, and then the Facebook/Meta AD leads to a sales page on talking about Ashwagandha, its benefits and the decreased perceived cost because more purer than other companies.

3. Who am I talking to?

- a. Name, age, and face.

Name: Anita

Age: 28



Face:

A. Background and a mini-life history

Background: Anita is committed to following and making her health better, she already follows a balanced diet that is rich in organic and natural products, does yoga, and takes daily runs to stay fit. And she is on the woman empowerment side, which is her community. She strongly believes in supporting local businesses and often participates in events that are focused on environmental awareness and social justice.

She is willing to invest in quality products that reflect her lifestyle and beliefs. So if it is a high-quality product and they follow their belief, she will buy it. She looks for supplements that are natural, ethical, and scientifically substantiated. Anita prefers companies that are transparent about their ingredients and production processes and that actively contribute to social and ecological initiatives.

Mini-Life History: Anita had a rough life history, she was growing up with some problems with her health, and she couldn't understand what it was because she was young, while she was growing up, she ate whatever she could because her family could afford it, and after a while in her puberty, she got hit with IBS, menopause, and anxiety, she developed anxiety because she had all other different sicknesses, and couldn't get rid off it during the class, home, and rough evenings that stress her out on having the periods and menstrual cycle.

And she heard about the trend on a "plant-based" diet and that it's healthy and you can remove IBS and some of the health issues that Anita was having, so, she of course started doing it.

She started veganism as a diet in hopes of seeing some benefits that twas promised, and she did! After some weeks, she felt amazing on getting to the vegan diet, and she also felt less heavy than usual and felt much lighter. And she felt amazing because she can feel like her old self, the healthy self.

After a while with her balanced diet, she had a lot of developed stress because of personal issues, and even the she felt peaceful and better being vegan, it wasn't enough. So she

searched around on Google and found yoga, she started taking classes from “Yoga With Adriene” and after the first yoga class, she felt amazing, peaceful and as if she was closer to nature, and she had that spark of gratefulness that she took yoga, and she saw yoga as a way of being calm and going through life controlled, balanced and healthy.

She started taking yoga regularly to improve her physical, mental, and spiritual health, and she started to see the results coming in, which are calmness in her mind, being a better and greater version of herself, and going for the better. And she saw yoga as a continuous way of improving her health.

She developed the growth mindset because she was failing at yoga, but because she felt such great results in the beginning, she understood that the failures are just temporary.

And now, she is just in a constant journey to improve herself, learning new things every day, and becoming a greater version of herself than ever before. She also is more grateful for things.

A. Day-in-the-life

She wakes up in the morning and gets out of bed, she makes her first breakfast because she knows that breakfast is important, and after that, she goes out for a quick morning walk in nature. Because she knows it's also healthy.

And once she got back home, she started doing her yoga practice to start the morning nice and calm.

She prepares her vegan meal so she can take it to her work and eat it there and not get distracted by other food because (in this case) she is a manager at a fancy restaurant/cafe.

After work, she walks back home to have dinner with vegetables, and vegan stuff, she does her own hobby, for example, hang out with friends, or watching a movie.

Then, at the evening she takes some of the supplements for her stress etc, like Ashwagandha, and for her menopause with periods, so she takes these type of supplements and heads to sleep to begin a new day.

Empowered/Yoga Anita Avatar Target Market Analysis

4. Where are they right now?

- A. **She is scrolling** through social media, often she goes to Tiktok, but she also time-to-time hops on Facebook.
- B. **She is passively** thinking about how she can improve her mental, physical, and spiritual health and she is just consuming the “vegan” community type of content, so day in the life, and what she noticed,
- C. **Sophistication** - Stage 5, they have heard about Ashwagandha and they heard about the claims that it decreases stress and anxiety, and they are tired of mechanisms on how Ashwagandha improves their health.

- D. **Awareness** - Level 4, Product aware, they are aware that Ashwagandha is the product to solve their anxiety and stress for their menopause cycles, they also use Ashwagandha just to decrease the anxiety and have better sleep.
- E. **Current state** - She is in an ongoing empowering journey to improve her holistic life (mental, physical, and spiritual) they are doing yoga regularly to do that, and she understands that yoga is a continuous lifesaver because if you stop, then you won't be able to control your emotions as much if you would keep going with yoga.
- F. **Dream State** - She wants to feel like they are the leader and the main character of their life at their health journey, Yoga has boosted their self-esteem and confidence in themselves to believe they can achieve whatever they want because then they believe it's possible. Calmness They feel high spirituality and not being critical to themselves, but more loved. They are willing to welcome discomfort as a challenge in their life. Being more positive towards hardship and that they believe they can do it. And to become an inspiring woman to achieve hard things
- G. **Current Desire level - 6-7**, they are likely to improve their health because they know the importance of taking care of their health and being healthy than ever.
- H. **Current Certainty Level - 4**, they believe that the idea of Ashwagandha will work, because they heard all of the scientific guys, social proof, and influencers like Andrew Huberman talk about it, BUT, the reason on why it's low is because they can't truly grasp the belief that it will work for THEM because of the bad reviews and good reviews on Holland & Barrett.
- I. **Current Trust Level 0-1**, they do not know us, and never heard about us.

5. Where do they need to go?

- a. Watch the Ad
- b. Click the link
- c. Buy the product

6. What steps do they need to take to get here?

- A. Watch our AD
 - How am I going to get their attention?
 - I. **Biology Desires - Resources**, It works well amongst other companies to attract something to survive with, and to get something on top of their health journey and become better.
 - II. The other attention grasping will be - **Objective Beauty and Pattern Interrupt**.
 - How will I keep the attention throughout the copy?
 - I. Per each line, I will provide a short line on the copy and bring up their dream desire that they want to achieve by using kinesthetic language, and imagery language.
 - How will I increase the slight level of dream state?
 - I. I will slightly place an experience with identity play on the copy, just a bit so it triggers some kind of dream state that they want to achieve. WITH the kinesthetic language.

- How will I increase the level of certainty?
 - I. I will put social proof, and a credible source that Andrew Huberman recommends it and that it works, and a demonstration of results that it truly works, and also a bit of logic.
- How will I increase the massive level of trust?
 - I. Again, social proof with Andrew Huberman
 - II. Primal Leadership, meaning, showing an attitude that we are going to outperform other companies and that we are better on taking care of your health, And we will show leadership by showing that we truly care of our customers.
 - III. And that our customers have gotten results even within a span of 2 weeks.
- How will I decrease the perceived cost threshold?

Cost:

- **Effort:** Read through short copy
- **Price:** \$27
- **Time:** ?
- **Sacrifice:** Time, and the effort.

I will decrease the perceived cost threshold by explaining that they are also going to get 1+1 deal just for today.

- How will I decrease the perceived certainty threshold?

Personality: Their personality is believing after demonstration and countless amount of results. And they also believe that if science says something, and their favourite influencer also, then they are going to follow it.

Guarantee: 1+1 and, free-cost shipment on returning the product and money.

- How will I decrease the perceived trust threshold?

Personality: Their personality is believing after demonstration and countless amount of results. And they also believe that if science says something, and their favourite influencer also, then they are going to follow it.

B. Click the link

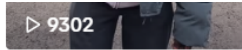
- What type of end-of-body copy CTA will I use to trigger their emotions of clicking the product?
 - I. **Leveraging Past Commitments**, why? They leveraged past commitments by dealing with their pain a lot and they don't feel it anymore, so I can leverage these pains and commitments on becoming a brand new person with the CTA.

C. Buy the product

- Are all the levels increased? If not, why?
- Are all perceived costs and thresholds decreased? If not, why?

1. **What type of business/niche are we talking about?**
 - a. We are talking about online business, and it's a Holistic & Wellness niche.
3. **Tell us what product your client sells.**
 - a. Only Ashwagandha for \$27.
4. **To send a link to the client's website and social media accounts.**
 - a. <https://miverna.com/> Website
 - b. <https://www.instagram.com/miverna.official/> Instagram
 - c. <https://www.facebook.com/miverna.official> Facebook
 - d. <https://www.tiktok.com/@miverna.official> Tiktok
 - e. <https://twitter.com/mivernaofficial> Twitter
5. **Tell us what your client has tried before (why did it work/why didn't it work?).**
 - a. My client has tried Facebook ADs before at beginning of Sep 17, and up until now. And it didn't work because most of the time my client didn't know what he was doing, with the visual elements, not correct structured copy, and he didn't test out anything.
6. **Tell us every measurable metric the client's gotten somewhat recently.**
 - a. 7 people of 5 star reviews since launching the product since 1st of March.
7. **Tell us what his current revenue is.**
 - a. Doesn't want to share. Claims it as "private" information.
8. **Tell us the source of your client's attention (with numbers for attention).**
 - a. TikTok as the main source of client attention,


▷ 3399


▷ 9302


▷ 6359


▷ 3551
9. **Do 100 pushups/situps/squats.**

Analysis:

I ran through ChatGPT to correct the flow, grammar, and structure of English so it can be correct. Does this make it boring? Other competitors have more boring Ads than we do. So I ran the AD 1 through ChatGPT to make the grammar on point, and I personally think the Ad 2 version sounds better.

Library ID: 1086804809072588

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✓ Active

Started running on 24 Apr 2024

Platforms    

This ad has multiple versions 

2 ads use this creative and text

See summary details

**Golden Naturals**
Sponsored

Golden Naturals Multi Gold bevat alle belangrijke vitaminen en mineralen in de biologisch actieve, dus goed opneembare vorm. Bij de samenstelling is zoveel mogelijk gekozen voor optimaal opneembare stoffen en verbindingvormen. Ook verkrijgbaar in handige capsules voor als je moeite hebt met tabletten slikken.



WWW.GOLDENNATURALS.NL/
Achteraf betalen met Klarna!
Golden Naturals Probiotica 50 miljard kopen? Voor 16.00 besteld, morgen GRATIS bezorgd v.a. €15,-! Achteraf betalen mogelijk...

Shop Now

Format: PAS

Headline checklist:

- ☐ Urgent
- ☒ Unique
- ☒ Ultra-Specific
- ☒ Useful

AD 1: Market knows Ashwagandha but we tease it anyway:

Headline: Experience the Holistic Essence of a Vegan Ashwagandha With A 1+1 Discount!

This organic herb is a favorite among yoga enthusiasts like you, who look for quality sleep to recharge their energy for an fulfilling yoga practice!

After taking just one capsule, even in a single day, you may experience:

- ✓ Restful Sleep: Sleep soundly through the night, like a baby.
- ✓ Endless Energy: Never feel drained or exhausted on a day-to-day basis!
- ✓ Renewed Vitality: Start your day feeling supercharged and ready to tackle new challenges.

Renowned neuroscientist Andrew Huberman has used this ancient herb to combat long-term stress. He can say it's true to its effectiveness!

Take advantage of our special offer: Buy one, get one free this week! Embrace the calming effects of this ancient herb and live life like you're energized and ready to overcome daily challenges!

**1+1
GRATIS**

*For Your ^z
Comfy Zone*

**Ashwagandha
KSM-66®**

60 Capsules | 500 mg | 1 per day
1 per day

Stressverminderend • Stress relief®
Ashwagandha helpt om lichaam en geest
te ontspannen

Reviews
10 ★★★★★

BUY NOW