

I made a Short Form Copy for A Long Form Copy, Sales letter, in the swipe file. It's supposed to send the reader to the sales letter for more information and then get the reader to buy the product..

Sales letter - [Craig Ballantyne - Millionaire Morning - Early To Rise.pdf](#)

Product : Customized Course on Millionaires Morning Routines. (videos)

SQUATS VIDEO :- <https://rumble.com/v45a8h3-250740327.html>

1. Who am I writing to?

- 'Kevin' 28- 35 yrs age, has a job which requires him to wake up early everyday. Uses the bus as a form of transport. He hates his job which also pays him less than he wants.. Does 60 hours of work a week and gets little free time which he uses to go to the bar to get a drink. Sometimes he stays late at a friend's house and is anxious, stressed about work the next day. He looks at work as a "have to do" thing. Dreams about working for himself and being able to travel the world while growing his income. His main problem is he can't figure out a way to organize his daily tasks in order to achieve his dreams. Thus lacks focus and motivation to be productive.

2. Where are they at right now? hypothesis

"Kevin" is struggling to keep up with his daily tasks. He feels trapped in a cycle. Never ending one.

He has already read books on this topic, books like "Think and Grow rich". tried affirmations, but still can't find a solution.

He is using social media scrolling, searching for ways to improve productivity and focus so that he can take the appropriate steps to achieve his dream.

3. Where do I want them to go?

I want 'Kevin', the reader, to click the link provided on the CTA section to go to a landing page where he learns more about how he can be able to improve his focus, be productive everyday, therefore making it easy to achieve his dreams.

4. What are the steps I need to take to get them to where I want them to go?

I need to first get his attention by addressing his pain/desire. Get him to read the copy, Then amplify his pain/desire. After that, suggest a solution for his pain/desire and recommend him to learn more about the solution after he clicks the link in the end.

Reader's Roadblock

Kevin wants to become productive in his life so that he can be financially free, work for himself and earn lots of money . He knows that in order to do so , he has to be productive and be focused on his daily tasks . He struggles in organizing tasks and lacks motivation.

Mechanism/solution

His solution is to be motivated , improve his productivity and be focused on his goals everyday so that he can achieve his dream state (being financially free).

The product, morning routine course, will help him in organizing his tasks, teach him how to be focused and be productive and most importantly help him take advantage of his mornings when he is full of energy . .

Using the product ,he will eventually believe that his goals can be achievable by managing his time and doing his daily tasks everyday being Focused and motivated

. The product only takes 15 minutes of his time to implement which makes it easy for him to do his daily tasks in an orderly manner.

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SHORT FORM COPY

IF YOU WANT TO BE A MILLIONAIRE, TAKE YOUR FIRST STEP

The RICH know what it was like before their lives changed dramatically

Talk about humble beginnings....

They all started by doing One Simple "Exercise" In their mornings .

This made it easy for them to change their routines and eventually their lifestyle .

They gained more energy , focus and motivation than ever before .

They accomplished their daily - goals Every Single Day

And then , They " Made It "

Living on their own terms , Travelling and exploring the world

Proud of the choices they made in the Past .

You can make the choice to follow their path .

Embrace bravery and become free

Conquer Your Goals , Take Your First Step 💪

Personal Analysis

Weaknesses :-

1. I feel that my copy doesn't amplify the avatars' desire deeply .
2. The words are too many for the average reader.

How I think i should improve:-

I should be Using fewer words making it easy for the reader.

I should make the CTA logically reasonable.