

Tao Of Marketing

Tanner Shuck Email

Objective: watch youtube video

Who am I talking to?

1. Men primarily 16-36
 - a. Gym goers
 - b. Not as body buildy as most
 - c. On the chunkier side
 - d. Want to "enjoy themselves"
2. Like to see hard work pay off

Where are they at now?

1. In email inbox
 - a. Looking at emails they might read
3. Current state: Dissatisfied with current weight
 - a. Love handles
 - b. Beer belly
 - c. Bad relationship with food
 - d. Heaviest they've ever been
 - e. Tired of claims on the internet
 - f. Tired of gay diets not working
 - g. Girls aren't attracted to them
 - i. Feel hurt by their actions
4. Dream state: Want Tanners physique
 - a. Lean
 - b. Abs
 - c. Not too big
 - d. Not small
 - e. Visibly ripped with shirt off and on
 - f. Girls notice their physique
 - g. Men notice their physique
5. Will it work for me?
 - a. Current level 1/5
6. Do they trust the mechanism?
 - a. Current level 1/5

7. Do they trust the person?

- a. Current level %

What do I want them to do?

- 1. Click on my email
- 2. Read the email
- 3. Watch the video

What steps do they need to experience to get there?

- 1. Stop the scroll
 - a. See an email from Tanner and know it's going to be valuable
 - b. Subconsciously see your name in the sun headline
- 2. Read the headline
 - a. See numbers (unusual)
 - b. Then see a bold statement "I lost 30 lbs in 60 days (no cardio needed)"
 - i. Lost 30 lbs - dream state for the reader
 - ii. In 60 days - addresses objection of it will take too long, and people like quick change
 - iii. No cardio needed - this target market doesn't like cardio, so it addresses a HUGE objections right off the bat
 - c. Potentially read subheading and notice your name
 - i. Makes you feel important
 - ii. And yiu see 'YouTube vid' making you be able to watch the transformation
- 3. Open and read the email (HSO copy)
 - a. Logo
 - i. Masculine font
 - ii. Resonative words "true strength"
 - b. Your name
 - i. Feeling important and tailored to you
 - c. Immediately addresses target markets concerns
 - i. W/O losing muscle
 - 1. People want to just lose fat to look good
 - ii. W/O starving
 - 1. Every loser wants to eat their life away
 - iii. W/O drugs
 - 1. Not what target market cares about
 - iv. W/O cardio
 - 1. People want the secret trick that they can only hope is there
 - d. Begin story
 - i. Intros starting date
 - ii. Shows dream state "still had abs" even when heavier

- iii. Then drives home dream state 200lbs shredded for summer
 - e. Client results (before and after)
 - i. Makes reader believe this can work for them
 - 1. See themselves in the previous clients
 - f. Emphasizing ease
 - g. Niching down to YOU
 - i. Tailored fitness calculator for you body composition
 - 1. Free value
 - h. Free value
 - i. “In less than 15 minutes, I share the Top 5 things that ANYONE can do to get as jacked and shredded as possible and for those who stick around to the end, enjoy my Top 10 fat loss foods!”
 - 1. Low time investment
 - 2. Includes everyone body
 - 3. Keywords
 - 4. Incentivizes a reason to watch the whole vid, also adds a number of things to expect
 - i. CTA
 - i. “Worth the watch”
 - 1. Weak - didn’t back it up w dream state
 - j. Signature
 - i. “Stay strong”
 - 1. Reminds me of prof Andrew’s signature
 - 2. Uses keywords that resonate
 - k. Anecdote
 - i. Making a quick joke about himself “**PS.** My alter-ego may or may not have a role in the video. 😂”
 - 1. Boosts curiosity towards the video
- 4. Watch the video
 - a. Too busy to watch