

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Online Self-Improvement Skool

Business Objective: Get paid Skool members

Funnel: Newsletter → Free Skool → Paid Skool

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Men between ages 24-34
- b. Specifically men with an unhappy love or social life
- c. Average income \$50-60k | 9-5

- a. Main concerns
 - i. Porn addiction, Girls don't like him, loneliness, depression, his bad social skills, etc



2. Where are they now?

- a. Current State
 - i. They are miserable due to their lack of social interaction and intimacy
 - ii. They cope with porn
 - iii. Their dopamine receptors are fried with porn, TikTok, and Instagram
 - iv. They are active in incel and no fap forums and communities (there only social interaction)
 - v. They have a deep depression inside and they cope with cheap dopamine, but when their TikTok and dopamine are gone they feel crippled by their situation.

- vi. They feel like a failure for not experiencing what they see as normal and common things at their age.
 - vii. They feel like an outcast
 - viii. They cover up and hide their feelings in fear of judgment and embarrassment
 - ix. They see and consider black pill
 - x. They don't feel wanted or desired by anyone
 - xi. They feel invisible to women
- b. Dream State
- i. Having a loving and caring girlfriend who cares for them
 - ii. Having lots of fun social interactions daily
 - iii. No fear of judgment or embarrassment in social settings
 - iv. No longer coping with porn or feeling/identifying as an incel
 - v. Feeling like they belong and no longer an outcast
 - vi. They wish to be desired or wanted by someone. They want to be valued whether by their dream girl and their peers
 - vii. They dream of no longer having nights where they realize their sad reality. They want to be outgoing and have good times with other people.
 - viii. They want women to chase them
- c. Current belief levels
- i. Trust in Guru LOW
 - ii. Value perceived from us MED
 - iii. Will the Idea work? LOW
 - iv. Desire? HIGH
 - v. Willing to work? MED
- d. Awareness level 2
- e. Sophistication is level 5
- i. We are going to play a mix of identity and experience. Really dig deep into our branding and what we offer.
- a. Actual people from online:
- i. "My biggest problem is I have tried on many occasions to talk to girls but it never lasts. I put myself out there and it's just I don't get lucky. Yes I did try to talk to girls in the past...I even got one or 2 girls ask me out. I'm a college student so I talked to various girls campus. I got some success n the ones I would get in the talking stage with would all fizzle out. Either they would stop texting randomly, or I realized I was trying too hard to keep the ball rolling with them.I even asked out a girl who gave me subtle signs that she liked me and when I asked her out she got red and caught of guard n said she had a bf which I doubt but it's all good. A girl who i was cool with called me cute n asked me for my number while at work. She didn't text me until I talked to her again 2 weeks later then we never talked again I saw her with another dude lol.I've also tried to not worry about a gf n just be friends with my female peers but it's seems when I crossed that boundary of Friends and Love interest that pushed our friendship back a little so doesn't work for me either"
 - ii. "I have no motivation and drive to to do anything. I spent the last 3 years after I finished sixth form(high school) procrastinating and avoiding adult responsibilities . I've had a few jobs here and there but lasted shortly. I've been looking for jobs but have been rejected and when I do get a call back from the job i applied, I simply freeze and stare at my phone and don't answer it. My social anxiety has affected me

so much to the point I feel like I can't do anything like an ordinary human being. I have no life skills, and I don't know anything, I feel so down and have no one I can turn to for advice because people will judge me and think just lazy. I live with my parents and siblings, but I want my own place to be independent and be in a new environment. I know I have to get out of my comfort zone in order to change but I just can't do it. For example, I've been thinking of joining the gym for my mental health but feel uncomfortable going and feel like I won't know what to do and I don't really know any gym etiquette. I keep telling myself that I will change and heal one day but I just avoid it. It's been 3 years since I've finished school, and I've been bed rotting and doing nothing all day basically. I can't keep living like this and I'm afraid it will come a day when time would pass and the next thing you know I'm a year older still in the same position. I'm scared I'll be like this forever."

- iii. "The weird part is, I don't watch it to get off, although that's inevitably part of it. I always watch the very passionate, love-making porn, and I'll watch it for a while (at least 30 min). It's like I'm trying to fulfill my lack of intimacy by living vicariously through these "love making" actors. I feel like I'm totally weird for approaching porn in this way, but it kinda makes me feel more whole."

3. What do I want them to do?

- a. Sign up for my newsletter and receive my lead magnet through skool
- b. Expose them to skool in the welcome and lead magnet and watch the content.
- c. Welcome sequence to get them to overcrowd them with value and eventually get them to join our free skool
- d. We then leave CTA at the end of our free content and pinned posts for a free call to determine whether the paid school is for them and offer them a 7-day trial if they are hesitant.
- e. After a week or so pitch sequence which will overcrowd them with more value and then offer a 7-day free VIP trial to our paid content on Skool (in case they don't take the call offer)
- f. Overcrowd them with even more value in our paid content and by here all our levels will be raised very high and they'll pay after their trial.
- g. Keep them as a loyal member by continuing value

4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- a. They need to want the lead magnet enough to sign up
- b. When they sign up they need to see a fast and eye-catching SL giving them their SL. We need to hold their hand through the process of viewing the guide on Skool
- c. Their first exposure to the platform we need to sell them on the experience and our tribe identity
- d. In our content, we need to pitch them a free discovery/sales call but brand it as a free call. They need to see this as more premium value.
- e. If they aren't sold yet, we have a pitch sequence that will sell them on the tribe and experience inside our community and overcrowd them with drops of our paid content.
- f. We'll blow some more value with a 7-day trial for our paid community.
- g. In this, we have 7 days to sell them on our skool.

- h. They need to feel belonging, brotherhood, guidance from Kyri,
- i. How will it increase trust?
 - i. I will increase trust by giving them lots of value and making changes in their life for free
 - ii. I will also show them social proof that we have to prove we do change people's lives for the better
 - iii. I can also share personal stories they can relate to and see me as one of them
- j. How will Increase the prescription of value?
 - i. I will overload them with free value as well as the free community
 - ii. I will provide lessons and tips in the sequences and this will help them make small changes in their life and they'll see the differences.
 - iii. Provide these free workshops etc every month.
- k. How will raise the belief in the idea?
 - i. Show testimonials
 - ii. Leverage all the free value I provided
 - iii. Give a free trial
 - iv. Tease the value
- l. How will I increase their willingness to work?
 - i. I will make it as easy as possible for them
 - ii. I will hold their hand through everything that requires them to work
 - iii. I will explain to them the concept of what you put in is what you get out

a. Objections?

- i. I don't have enough money for this
 - 1. Not enough money to improve your only life?
- ii. Does this actually work?
 - 1. Testimonials and leverage free value trust
- iii. I don't want to work for it
 - 1. Suffer the work or suffer the forever miserable lifestyle
- iv. I don't want people to know about my problems. It's embarrassing
 - 1. Everyone here has the same issues they can't laugh at you because they'd only laugh at themselves.

b. Roadblocks?

- i. Addicted to porn
- ii. Scared of social interaction (especially with girls)
- iii. Lack of interaction makes them feel isolated and lonely
- iv. Deep depression
- v. Lack of motivation or will to change

c. Solution

- i. Finding trustworthy friends to help solve the problems with and become great together (tribe)

d. Product

- i. A Skool community where they easily get their brotherhood without having to face the awkward stages of making friends.

e. Why Should they buy our community?

- i. Because we are Authentic Academy. We are the most real and authentic people you'll meet. We put on no face inside no matter who you are we allow you inside. We are welcoming to those who want to change no matter how far gone you may feel. (Identity)
- ii. We offer the experience of brotherhood not like others. We aren't people in a skool community we truly are friends. If you need something in reason we'd help each other out. Cash? Just someone to call? We truly are all friends. (Experience)

f. Why should they buy NOW?

- i. Our free 7 day trial is for a limited time
- ii. We're running a free workshop (can be pre-recorded)
- iii. 2-3 way close on pitch Ex. Why delay your success?

g. Outline

- i. **SL to catch their eyes and tease what they desire (try not to bring up their problem they want to run from their problems)**
- ii. **Hook to get their TikTok minds to read**
- iii. **Continues value and drops of dopamine to keep them reading**
- iv. **Then get them to take action and tie towards something they**
 - 1. **Ex. Click here to get a girlfriend delivered to your house in 3 seconds**

We are going to consist of this basic outline.

a. My clients need

- i. **Sales**

b. Situation

- i. **Low engagement**
- ii. **Never made a sale before (Down \$15k)**

c. Actions we need to take

- i. **We need to get that first few sales for Skool.**
 - 1. **We're going to get leads through emails and then nurture and convert them into paying Skool members**

DRAFT

Here's a revised version of your **Email 1** to make it more engaging, emotional, and focused on the reader's transformation:

Subject Line: Claim Your Free Training! 🎁

Preview Text: Struggling to build confidence? Here's your way out...

Welcome [First Name],

If you've been feeling stuck, like no matter what you try, you can't break bad habits or attract the kind of life you want.

This is your moment to change that.

Your **Starter Pack** is here, and it's your first step toward:

- Boosting confidence.
- Breaking bad habits.
- Becoming the man women can't resist.

Here's how to claim it:

[Image: Step-by-Step Visual]

👉 [Claim Your Starter Pack Here!](#)

Everything you need to kickstart your transformation is waiting for you.

This isn't just a training, it's your chance to finally take control of your life.

If you have questions or need guidance, just hit "reply" to this email. I'm here to help.

Talk soon,
Kyri
Founder of Authentic Academy

Here's a revised version of your **Email 2** with a stronger emotional hook, storytelling, and focus on the reader's transformation:

Subject Line: How I Got Her Number 🥰

Preview Text: And how you can too (no matter how you look).

Hey [First Name],

I used to think the same thing you probably do:

"There's no way I could just walk up to a girl and get her number."

Let me tell you, I wasn't born knowing how to do this.

I didn't have the looks, the money, or the confidence to make it happen.

But I learned, and now I'm teaching guys like you.

[Image/Video Placeholder: "Here's what happened when I approached a 10/10 girl last week..."]

Here's the thing: **pulling girls isn't about what you have—it's about who you become.**
When you build the right skills, you can confidently walk into any situation and take control.

But you have to start somewhere.

What if you just gave it a shot?

In my next email, I'll show you how to win **CASH** while transforming your life.

Talk soon,
Kyri
Founder of Authentic Academy

Subject Line: The Black Pill Is a Lie 💊

Preview Text: I'll pay you £100 to prove me wrong.

Hey [First Name],

Ever heard someone say:

"I wasn't born rich or good-looking, so I'll never get the girl I want"?

That's the *Black Pill mindset*.

It's built on the idea that your life is out of your control.

That your looks, money, or status are the only things that matter.

Here's why that's complete nonsense:

[Transformation]

These men didn't win because of luck. They didn't have it handed to them.
They became the kind of men women naturally chase.

And you can do the same.

But here's the deal:

If I teach you the tools and you *still don't see results*, I'll refund every penny you spent and send you £100 on top of that.

So the question is:

Are you ready to prove me wrong, or are you afraid to try?

Click below to join our community, risk-free:

[CTA Button: "Prove Me Wrong"]

Talk soon,
Kyri
Founder of Authentic Academy

Here's an improved version of your **Email 4**:

Subject Line: These Students Quit Porn and Got JACKED 💪

Preview Text: They're just like you—but now they're winning.

Hey [First Name],

Let me tell you about two men who joined our community:

Student A came in struggling with porn addiction and crippling self-doubt. He thought confidence was for “other guys.” Now? He's in the best shape of his life, and women can't help but notice his energy.

Student B was afraid to even start a conversation with a girl. Today, he's dating someone he never thought he could attract.

These men didn't start out confident. They didn't start out strong.
But they had something in common—they *tried*.

And guess what? They're no different from you.

Still skeptical?
Here's my promise:

If my community doesn't help you build confidence, quit porn, and transform your life...

I'll refund your money *and* send you £100 extra.

You've seen the proof. Now it's your turn.

[CTA Button: “Join Now and Transform”]

Talk soon,
Kyri
Founder of Authentic Academy

Subject Line: From £99 to £0... Here's Your Final Offer

Preview Text: This is the easiest decision you'll ever make.

Hey [First Name],

I get it. You've been reading my emails, you've seen the success stories, and I know you might still be wondering if this is *really* the right move for you.

Here's the deal:

I've shown you how my students have gone from struggling with porn to becoming strong, confident men who attract the women they want.

I've made an offer that if my community doesn't help you, I'll refund your money *and* send you £100 extra.

And now?

I'm taking all the risk off your shoulders.

For the next 7 days, you get full access to everything in the community for free.

That's right. No charge. You get to see what's inside, connect with other guys who are just like you, and start making the changes you've been dreaming of.

You've got nothing to lose.

[CTA Button: "Claim Your Free Trial Now"]

If, at the end of the 7 days, you don't feel like this is the right place for you? No hard feelings. You can leave with no questions asked.

Talk soon,
Kyri
Founder of Authentic Academy