

# Copy Practice 13 - Stabilization for Telephoto Lens for Wildlife Photography

## Research Template

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### Target Market

- What kind of person is going to get the most out of this product?
  - Wildlife photographers who want to film the wild but have issues with stability
- Who are the best current customers, with the highest LTV?
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- What attributes do they have in common?

### Avatar

- **Name, age and face.** This makes it much easier for you to imagine them as a real, individual person.
  - Terry, 42



- **Background and mini life history.** You need to understand the general context of their life and previous experience.
  - Since a young age, he displayed an innate fascination with wildlife, leading him to develop a deep love for photography. Over the years, Terry honed his skills and ventured into the untamed wilderness, capturing breathtaking images that have earned him acclaim in the world of wildlife photography.
- **Day-in-the-life.** If you can get a rough idea of what the average day in their life looks like you will be able to relate more easily to them.
  - As the sun rises, Terry "Wildshot" McFlapdoodle awakens before dawn, fueled by anticipation and the desire to capture nature's wonders. Armed with his trusted telephoto lenses and sturdy backpack, he embarks on a rugged journey through diverse landscapes, patiently waiting for the perfect moment to freeze in time with his camera, all while cherishing the beauty of the natural world that surrounds him.

- **Values.** What do they believe is most important? What do they despise?
  - Terry "Wildshot" McFlapdoodle values respect for nature and its inhabitants, striving to capture their essence without causing harm or disruption. He believes in the power of storytelling through his photography, aiming to inspire others to appreciate and protect the fragile beauty of the natural world. Terry also holds a deep sense of gratitude and humility, acknowledging that he is merely a witness to the awe-inspiring wonders of wildlife, and his role is to document and share their stories.
- **Outside forces.** What outside forces or people does the Avatar feel influences their life?

## Current State

- What is painful or frustrating in the current life of my avatar?
  - It's bloody frustrating, mate! I pour my heart and soul into capturing those stunning creatures, only to find my telephoto lens failing me when it comes to stability. Blurry shots and missed opportunities make me want to scream. The lack of sharpness and quality in my photos is a constant thorn in my side, tarnishing the very essence of what I'm trying to convey. It's like watching a rare bird take flight and realizing your wings have been clipped. It's downright gut-wrenching.
- What annoys them?
  - No matter how steady I try to be, those wobbly hands and shaky lenses ruin my chances at capturing the crispness and detail I crave. Every time I review my photos, it's a kick in the gut to see the blurriness and missed opportunities staring back at me. It's like a punchline to a joke I never found funny. I swear, if I could just nail that stability, my shots would be as sharp as a lion's fangs, but instead, they're about as clear as mud in a swamp. It's enough to drive a bloke mad!
- What do they fear?
  - Terry fears missing out on capturing those once-in-a-lifetime moments in the wild. He worries that his inability to stabilize his

photos may result in losing the chance to document rare animal behaviors or elusive species, depriving him of the opportunity to share those remarkable encounters with others.

- What do they lie awake at night worrying about?
- How do other people perceive them?
- What lack of status do they feel?
- What words do THEY use to describe their pains and frustrations?

## Dream State

- If they could wave a magic wand at their life and fix everything, what would their life look like?
  - In essence, Terry's magical life would be a fusion of technical mastery, unwavering stability, and acclaim for his remarkable wildlife photography. It's a vision that fuels his determination and pushes him to continually improve, even without the aid of a magical wand.
- What enjoyable new experiences would they have?
  - With his images being recognized and celebrated, Terry would have the joy of connecting with fellow nature enthusiasts, photographers, and wildlife lovers from around the world. He would relish the opportunity to share his experiences, stories, and stunning visuals, inspiring others to appreciate and protect the natural world.
- How would others perceive them in a positive light?
  - He would most likely be seen as a much more accomplished and professional photographer as a result of consistently stable photography of wildlife in exquisite detail
- How would they feel about themselves if they made that change?
- What words do THEY use to describe their dream outcome?

## Roadblocks

- What is keeping them from living their dream state today?
- What mistakes are they making that are keeping them from getting what they want in life?
- What part of the obstacle does the avatar not understand or know about?
- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?

## Solution

- What does the avatar need to do to overcome the key roadblock?
- "If they <insert solution>, then they will be able to <insert dream outcome>"

## Product

- How does the product help the avatar implement the Solution?
- How does the product help the reader increase their chances of success?

- How does the product help the reader get the result faster?
- How does the product help the reader get the result with less effort or sacrifice?
- What makes the product fun?
- What does your target market like about related products?
- What does your target market hate about related products?

# Fascinations

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1. Why your shots aren't cutting it
2. Strive for photographic precision
3. Stable photos = precise photos
4. Stability broke your most prized photo of the wild, here's why
5. The blurriness that breaks most wildlife photography
6. Photographic instability may be your very weakness
7. Your photos stability is WILDLY out of control.
8. You're hindering your equipments potential (here's how)
9. Your camera stability sucks, but it can 100% be better
10. Stable shots can be effortless, but your not making it
11. Don't let poor stability ruin the destination of your adventure

# D.I.C

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You can have UNWAVERING stability you've never thought you can have.

You can EFFORTLESSLY get the photos of wildlife you've been frustrated to achieve.

If you make this one simple change,

You can have the most stable photos you've taken in exquisite detail,

And truly reveal the beauty of nature to the world,

Through YOUR eyes.

[Click the link in the bio for more info](#)



# P.A.S

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You never know if you'll get that once-in-a lifetime shot EVER AGAIN.

You may have seen the RAREST moments in the wild NOBODY has seen before.

But you ruined the photo you only DREAMT of, all because of your hands shaking on you.

But it doesn't have to be like this.

You can get RAZOR sharp, stable shots of the wild you've never got before.

Your photos can TRANSCEND in quality to exquisite detail

And you can do it effortlessly.

[Click the link in the bio to TRANSCEND your photos of the wild](#)

# H.S.O

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Nowadays, my pictures look like they're worth 1000 stories.

And it took me FOREVER to achieve it.

I used to spend nights banging my head in the wall.

All because the exceptional moments in the wild,

Were ruined because of my camera shaking on me.

I'll be honest, I felt stupid once I realized the solution.

Now, I don't feel like watching movies anymore, because my photos tell all the stories I could possibly want.

And you just may feel as stupid as I was once you see for yourself.

[Click the Link in the bio to bring life into your photos like never before](#)

# Revisions

## D.I.C(Revised)

SL: The untapped potential within you

You can have UNWAVERING stability you've never thought you can have.

You can EFFORTLESSLY get the photos of the wild you've been absolutely **FRUSTRATED** to achieve.

You can **100%** access that untapped potential within your photos.

And it starts one change to how you take your next shot....

If you make this one simple change,

You can have the most stable photos you've taken in **exquisite** detail,

And truly reveal the beauty of nature to the world,

Through YOUR eyes.

[Click the link in the bio for more info](#)

# P.A.S(Revised)

SL: Every opportunity you miss with this ONE mistake

You never know if you'll get that once-in-a lifetime shot EVER AGAIN.

Do you really want to waste it by making the same mistake AGAIN?

You may have seen the RAREST moments in the wild NOBODY has seen before.

But you ruined the photo you only DREAMT of, all because of your hands shaking on you???

It doesn't have to be like this WHATSOEVER.

You can get RAZOR sharp, stable shots of the wild you've never got before.

Your photos can TRANSCEND in quality to exquisite detail.

And you can do it effortlessly.

[Click the link in the bio to TRANSCEND your photos of the wild](#)

# H.S.O(Revised)

SL: A picture that's worth 1000 stories

Nowadays, my pictures look like they're worth 1000 stories.

And it took me FOREVER to achieve it.

I used to spend nights banging my head in the wall.

All because the exceptional moments in the wild I got to see,

Were ruined because of my camera shaking on me.

EVERY. DAMN. TIME.

I felt like everyone who had my issue was STUPID once I realized the solution.

Now, I don't feel like watching movies anymore, because my photos tell all the stories I could possibly want.

And you just may feel as stupid as I was once you see for yourself.

[Click the Link in the bio to bring life into your photos like never before](#)