

WWP MASTERY

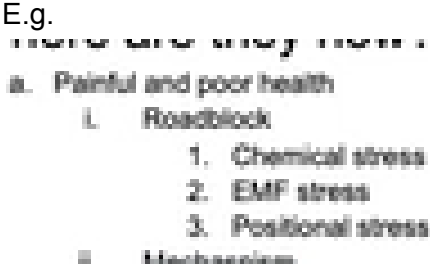
LDC Content

Full WWP walkthrough

Who are we talking to?

- What part of your audience am I targeting right here, right now?
 - What's their relation with my products?
- If you're targeting a segment of people in your email list, get specific on their role inside your Value Ladder/LTV (past customers, etc)
- If they quit a program, make sure you explicitly understand why and write it down
→ if you don't solve this X, they won't have other reasons to come in.

Where are they at right now?

- Mapping out EVERYTHING the reader has experienced from your brand up until now
 - You need to understand where they are in your funnel to better answer all the points below
 - The leads coming from Instagram?
 - Did they join the email list via a lead magnet?
 - Past customers?
- What are they looking for right now? (also based on which part of the funnel they're in)
- What emotional state are they in?
 - Dubious?
 - Etc.
- What do they think about my product/service at this point?
- Understand their problem/roadblock
E.g.

 - For b2b, find out Tactical problems in their business
- Barriers to action
- Understand current state - get specific (write symptoms)
 - For b2b, focus on tactical/technical side

- Understand DS - get specific (write symptoms)
- Understand solution/mechanism
 - E.g.
 - Mechanism
 - a. Tips and tricks to reduce stress
 - i. Dietary stuff
 - ii. Posture exercises to strengthen and fix this
 - iii. Basic mobility habits
 - iv. For advanced healthy and fix major problems → chiropractic services
- Understand how product will help them implement the solution
- How the end mechanism (paid service) helps the reader get to the DS faster/better
- Level of Awareness for the specific topic of your email and why → this is how you understand how to catch their attention
- Stage of Sophistication based on the kind mechanism and play you're presenting in the copy (around its topic). Get specific in the play you'll be making
- Level of Awareness and Stage of Sophistication are different based on the part of the funnel we're in
 - People who're looking for a solution on Google have a different awareness and sophistication than those scrolling through social media → the marketing asset/piece of copy that we'll present them will probably be different (webpage VS ad)
- Will they buy
 - Level of desire
 - Can you amplify it?
 - Belief in idea
 - Why?
 - Trust
 - Understand different target market in the audience (do they know him? had problems with him? Past customers? etc)
 - Understand on who you should focus on based on the goal of your piece of copy
- What objections may they have towards your service/product?
- What are they doing?
 - Scrolling on SM
 - Reading inbox because they got a notification?
- Understanding your b2b buyers and what they care about so you can catch their attention
 - They probably already have a guy to do what you're offering them
 - If they want to change is for a problem
 - If you're better for XYZ than the other competitors, you'll probably be more expensive. Aikido this.
- If B2B Cold Outreach - What questions will they have as they read our email?
 - Who is this?
 - Why are they emailing me?
 - Start with social proof
 - Other people like you in your situation trust us
 - Tease dream outcome and connect to overcoming roadblocks they aren't even aware of

- Did they actually get these guys this result?
- Get specific, show screenshot of result, use testimonial
- What's the cost?
- Quick 30-min call, no pressure, pure value, future pace

What do I want them to do?

- Based on what they're doing, what should they stop doing to focus on your piece of copy?
E.g.
Stop scrolling on inbox
Decide to read email
Click link with intent of signing up for workshop
- Objective of the piece of copy
- Understand WIIFM
 - Questions
 - Why should the reader stop what they're doing to consume their content? (stop enjoying dopamine)
 - What's being solved by your copy's main topic?
 - Why should they read the copy?
 - Why should they perform the CTA?
 - WIIFM in the first sentences
 - (Connect with them where they are right now from the very beginning)
 - Present pain/desire right away - how to solve it/get it
 - Don't be vague/ambiguous, make it compelling
 - Resonate with them with an emotion to hook them in

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

- E.g.
 - SL that catches the attention and promises benefit
 - Give them a reason to read the rest of the email
 - Show them why they should attend this workshop
 - Amplify desire
 - Show new problem
 - Build curiosity around mechanism that will be revealed at the mechanism
 - Crank trust/authority a tiny bit
 - CTA
- You can give this outline to ChatGPT to create the copy
- Match up your tone with your reader's perspective
 - You're fighting with SM to get and maintain their attention

- If your avatar is on fool summer vibes mode, don't hit them with a boring piece of copy focusing on bad energy that could effect them
 - Aikido it to match their current state
- Understanding how they are trying to solve their problem now via your competitors so you can stand out
 - Why are they buy certain products/services to fix a certain problem?
What problem does that product/service solve?
 - How are your competitors addressing those problems?
 - Why should people buy from you instead of your competitors?
- Sales email outline, based of awareness levels and roadblock/mechanism/product continuum
 - Paradoxical question - if everyone knows sleep is so important, why doe everyone stay awake at night scrolling on social media?
 - Tease fact that there's a hidden mechanism
 - Tease it's not an easy solution
 - DS
 - Reverse engineer value equation to make them understand how difficult it would be to become experts and solve problems
 - Provide solution with marketing fascination
 - Crank pain and mention key points of the program (you've been struggling with this your whole life, so you'll have direct access to me)
 - Scarcity because you want to guarantee the best value to few people → will guarantee the product will work
 - Use metaphors to make them understand problem/DS
 - Follow up with hero's journey

Matching Every part of your copy to the customer's internal self-dialogue

Matching your Q4 plan to achieve the objective of the copy, with what they have in their mind can be tricky.

→ What the first question they'll have in their mind as soon as they jump in the copy?

- What is this <solution>?
- How does it work?
- Will it work for me?

→ What you're gonna put in the piece of copy? (e.g. sales page for microneedling)

- Headline (DS + tease mechanism)
- Image teasing DS
- Are you this type of person (are you that resonates with they're current situation)
- Explain why problem occurs and connect ut to mechanism (briefly)
- Reveal mechanism

→ What will she have in their mind now?

- Fears, concerns, questions? (use actual words/sentences they'd use)
- How do I know this actually works?

THEY'RE GONNA BUY AS A RESULT OF WHAT THEY THINK ABOUT WHAT YOU SAY.

High Level Questions To 10x Copy Revenue

1. Why should the reader stop what they're doing to consume their content? (stop enjoying dopamine) → WIIFM
2. Why should they perform the CTA NOW rather than some undefined later? Is there a reason why? Maybe a new opportunity?
3. Why should your reader buy your product, instead of your competitors' or any other solution? (or follow you, etc) → (mix emotional reason, FOMO, identity, etc. + logic)

Perfectly balancing all these will give your copy a lethal human edge that will drive your conversions over the edge.

Once you can answer these questions, begin to write copy.