

FOR YOUR INFORMATION: This is Free Value for a Prospect

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<https://rumble.com/v424qs9-december-19-2023.html>

Who am I talking to? Who is reading this copy?

Target Audience:

individuals who have endured the profound impact of narcissistic abuse. This audience is diverse, women who find themselves navigating the complex aftermath of toxic relationships. They are seekers of understanding, endeavoring to unravel the manipulative tactics they have encountered and striving to break free from the trauma bonds that linger. This audience is in various stages of post-abuse recovery, grappling with issues such as divorce from narcissistic partners and the challenges of co-parenting in such circumstances. They are actively engaged in the journey of inner child healing, seeking to rebuild their sense of self after the erosion caused by narcissistic dynamics. Moreover, these individuals are on a quest for personal growth, desiring to rediscover self-love and purpose as they go on the path to healing and renewed well-being.

Avatar:

Sarah, a 35-year-old woman who recently emerged from a tumultuous relationship marked by narcissistic abuse. Having endured emotional manipulation and trauma, Sarah is in the process of rebuilding her life. Currently navigating the complexities of divorce from her narcissistic ex-spouse, she faces the additional challenge of co-parenting with someone who perpetuates toxic dynamics. Sarah yearns to understand the manipulation tactics she experienced and is determined to break free from the trauma bonds that still bind her. In her pursuit of healing, Sarah is actively engaged in inner child work, seeking to mend the wounds of the past and rediscover her sense of self. She is also contemplating re-entering the dating scene but is cautious and seeks guidance on healthy relationship dynamics. Sarah desires not only to overcome the scars of abuse but also to find her purpose and embody self-love.

Where are they now? (where are they emotionally in the funnel?)

They may be experiencing a range of emotions, including pain, confusion, frustration, and a strong desire for healing. The emotional state is a readiness for positive change.

They are open to guidance, support, and are actively searching for resources that resonate with their experiences.

Physically, the target audience is in the awareness and consideration stages of the marketing funnel. They have become aware of the impact of narcissistic abuse on their lives, and they are actively considering options for support and recovery.

Physically, they may engage in online searches, explore relevant social media groups, or read content related to healing from narcissistic abuse.

What is the objective of the copy?

Email 1: Build a sense of awareness to the upcoming newsletters through telling them what to expect (here to fulfill desired outcomes, solve pains, etc.)

Also to build that sense of trust in the P.S. section by surprising them with a free gift of value.

Email 2:

Build Authority through explaining how prospect went from their situation to now being an expert in that field - and build curiosity through missing out the gap of HOW she did this.

What are the steps I need to take them through?

Email 1: Tell them what to expect that they know lead to
<desired outcome>/<solved pain point>

Give them value through adding in a 'gift' they were not expecting.

Email 2:

- 1 - build authority
- 2 - Make them feel known/make them relate to the situations the prospect went through.
- 3 - Tell them how the prospect is now helping those in her same old situation.
- 4 - Tell them how they can go from their situation to their desired outcome through a closer inspection of <pain point> (and them having in the back of their mind that this is what the prospect did)

OVERALL OBJECTIVE

Of email #2:

The prospect went from their situation to an expert in that field - missing out HOW she did it to build curiosity.

COPY ANALYSIS

The only thing I see wrong with email number 1 is a lack of value in the P.S. section - yes I'm 'holding up a space' for them however it would be much more beneficial to say 'I used to charge £399 for entry-fee's, however I wanted to give you a free surprise gift for signing up'

Rough example but you get me.

I do see a problem with email number 2 and that is that it would be much more beneficial to say how the prospect went from their situation to their exact desired outcome - it shows something she became a coach in that exact field but being able to give EXACT examples of their desired outcome would have been ideal.

(I have limited information on the prospect as this is only free value - info taken from her website).

How I can improve:

All I need to solve (what I think) are my problems is more information from the business owner - which I would have access to if they were a client.

I'm sure you will see problems I'm not seeing however.

COPY ↓

Email 1:

SL: Hey, Let's get started.

Hey, I'm Liliya!

I wanted to say hello and give you a very warm welcome to my email list.

I'm here to:

Help you recognize narcissistic patterns of behaviour...

Which is going to help you steer clear of repeating mistakes in your next relationship...

And help you avoid a terrible and emotionally damaging trauma...

...and in turn give you a happy marriage where you can love freely without fear...

And help you start start a new life, free of fear... and safety of ever going through the same trauma again.

Every so often I'll provide you with how-to's and tips to get you through your relationship, narcissistic, or self-love issues.

Until then, stay on your toes!

P.S. I'm happy to offer and hold a space for you with my 1-on-1 relationship coaching as a free surprise gift for signing up.

(It's a 1-on-1 coaching session that, as shown above, helps you recognize narcissism and steer yourself away from trauma within your future relationships).

[Click Here](#)

Love, Liliya

Email 2:

SL: Past Trauma issues => Comfortable, free, happy life

Hey, Liliya here!

I just wanted to take a minute to check up on how your trauma has been treating you recently... and how everything is going? Because...

I understand what it feels like to live through guilt, shame, and constant gaslighting.

You express your feelings to a friend, but get a response of them minimizing the experience, making you question if your emotions were 'valid',

Your partner apologizes for hurting you, then turns it around and make you feel guilty for being upset in the first place.

However, we can go from a lonely, trauma-filled life to a happy, free, comfortable life.

(Hint - it involves a deeper inspection of those self-blame issues)

[It's exciting, it's something new, and it actually makes you *feel* a difference.](#)

Women going through narcissistic abuse - struggling with past trauma, manipulation, healing, self-love, self-blame issues, a constant feeling of guilt, shame, and gaslighting.