

100 PUSHUPS

1 - Who am I writing to?

My avatar:

Name: Alex;

Age: 27;

Marital Status: Married ;

Location: USA;

Salary: \$63,536/year;

Occupation: Entrepreneur + a full time teacher.

(The points highlighted in gray are the ones that represent Alex's desires, pains or values)

Alex graduated from the University of Virginia at the age of 23 and obtained a bachelor's degree in journalism. After entering the field of teaching, he realized he disliked having a fixed salary and giving his boss control over his earnings. He wanted financial freedom for himself, his wife, and their future child.

Alex wanted to be responsible for his own income, not allowing his boss to dictate how much he makes, so he decided to start his own business in the sphere of social marketing while working as a teacher.

He has been in social media marketing for around 1 year, but he could barely get any clients. His main way of obtaining prospects is through cold outreach on social media and emails.

The problem is that he gets few responses, and even if he manages to get a meeting, he fails to work with objections. He even started to add a lot of additional services for cheap to make people work with him, but he quickly understood that promising to do as much as possible for a small price was not the way and he abolished that idea.

It's hard for him to do cold outreach because the advice he gets on YouTube for free is not sufficient enough and seems cliché. He is tired of falling into revenue roller coasters from not having a fixed amount of clients and sacrificing his family time for a job.

He is tired of struggling to get a client, getting a client, fulfilling his needs, and then stopping working with him, starting the prospecting game over without being confident enough that he will be able to get another client in the next 1-2 weeks to get enough money to feed his family.

He would like to get a clear step-by-step prospecting system for LinkedIn and other social media to optimize his client acquisition system and create a predictable stream of potential clients every month, hence closing more deals and getting to \$10,000/month with his business.

He would also like to learn how to position himself as an expert to gain prospects from the first seconds of interaction, increasing the success of the message. He would also like to learn more about how to close clients when it comes to having meetings with them.

Although he has a job, he wants a better life for his family, so he works on his business to provide the financial freedom and stability he and his family deserve.

2 - Where are they now?

In relation to the **funnel**: They are followers on our IG or just passersby.

In relation to their **desires** (The yellow points are the most important):

- **To acquire more clients predictably and consistently:** “The days of worrying about when and from where your next client will come are gone”
- **To increase their revenue by selling more.**
- **To learn how to position themselves as an expert,** so that competition became irrelevant;
- **To learn how to speak to their prospect to ensure the best chance of success;**

- **To get a clear, straightforward prospecting system for social media to achieve a better response rate** in their cold outreach and improve client acquisition.
- **Positively impact more people.**
- **To improve their sales cycle**, book more meetings, and potentially improve their closing skills.
- **To be perceived as genuine individuals** who want to help their clients rather than as opportunists looking to deplete clients' pockets.
- **To clarify who their ICPs are** and to understand the pains and desires of those people.
- **To improve their offer to attract better and bigger clients**, avoiding the trap of promising more and earning less.

In relation to their **pains** (The yellow points are the most important):

- **Revenue Rollercoaster:** They set a monthly revenue goal, but they and their team know it could go one way or another. Some months are feasts; most are famines. This unpredictable cash flow makes hiring key players who could help them to automate the business impossible.
 - They're tired of getting one client, fulfilling his needs and then losing him, starting prospecting game over without being confident enough that he will be able to get another client in the next 1-2 weeks to get enough money to feed his family.
- **Personal Sacrifices:** They started this business/job to have ultimate time freedom, but they're working more now than ever (and likely taking home less). They are forced to continue to make sacrifices in their personal life: a missed day at the beach with their family, a canceled vacation with friends, or another skipped day at the gym. They can feel the strain it's putting on them and those they love, but they feel there is no way they could work any less.
- **Content Hamster Wheel:** They post content multiple times a day, trying to squeeze out another client from their followers, even though they know it isn't sustainable. Their content follows a spray-and-pray approach; they haven't been able to nail down which content converts followers to clients, so they try it all, working 10x harder than they should.
- **As Fulfillment Scales, Profit Falls:** To keep up with the marketplace, they make bolder and bolder marketing claims, putting strain on their fulfillment process. Things get more and more complex and custom, replacing the joy they used to get from a new client with anxiety. They succumb to the thinking that "this is how it is," making it difficult to imagine what a business two times their size looks like.

- **A Good, But Not Great, Offer:** Anyone can sign up a few clients, but now they're trying to get to the big leagues, and just offering what everyone else is offering won't cut it; they need to create an offer "people can't refuse." The problem is they think this means just offering more, so they end up with a Frankenstein offer that covers everything from a custom onboarding call to walking their client's dog.
- **Handling Objections during meetings with their clients;**
- **They might be in a new industry, not knowing where to start** and lacking knowledge about it. The challenge lies in their unawareness of what they don't know, making navigation difficult;
- **Cold Outreach:** They may be intimidated by the multitude of strategies for cold outreach, lacking knowledge about it, which makes it harder for them to take action in the face of so much unknown.
- **They face the challenge of securing responses** after presenting a proposition, leading to chasing deals without closing them;
- **Despite sending 100 cold emails/DMs, they find only 1-3 people showing interest** in the product and nothing more (no meetings booked, no sales made);
← The reason is a poor offer;

In relation to their **goals**:

- To build a clear, easy to follow step-by-step prospecting system around cold outreach for LinkedIn and other social platforms improving their client acquisition process.

3 - What actions do I want them to take at the end of my copy?

- I want them to book a call.

4 - What are the steps that I need to guide them through to take them from where they are now to where I want them to go?

First they will need to understand what service I provide and why they can trust me. They will need to get curious how my offer will help them to get a clear system for cold outreach. *(I need to build trust in the first 4 seconds the reader is on the page).*

Then they will need to feel the pain from their current situation (Here you can describe their roadblocks) and learn specific steps my service provides to solve that pain plus at this point they will need to see another reason to trust the brand.

Once they learn the specific steps they will take with my product, they will need to see results that they will be able to get, at this point I will also amplify their desire towards the product. Of course I will need to back up this part with another amount of social proof.

Then I will need to work with the objection “How are you different from others?” to make sure that people who had negative results with coaches in the niche before will see a chance that this time it might be different. After this I need to use another set of testimonials to bring trust to the words that I will use when working with the objections (Those can be video testimonials)

I can also bring the story from Charlotte’s life where I share her values, beliefs about working with others, how she achieved success etc. This will build more trust and also will differentiate us from others by sharing our core values.

After those steps I can do the final CTA where I use the main pain and maybe the desire the reader has in order to give reasons for those who scroll till the end to book a call with us.

EACH LINE in the copy should logically connect to the next line

5 - What are their roadblocks?

- A poor offer and a lack of knowledge on creating an irresistible offer.
- Failure to emphasize the value they can provide in cold DMs/emails.
- A limited understanding of their ideal customer/target audience.
- Difficulty capturing customers' attention.
- A non-productive sales team: team members struggle with closing deals due to handling objections and positioning themselves as experts at the beginning of a meeting.

6 - What are the solutions to their roadblocks?

- Learn a specific prospecting system for LinkedIn and other social media platforms.

- Learn how to clarify their Ideal Customer Profile (ICP), understanding its pains and desires.
- Learn how to structure their offer to make it appealing and unique in the market.
- Structure cold messages to increase the response rate.
- Upgrade sales teams to handle objections, position themselves as experts from the first seconds of interaction, and learn how to close more deals with different secrets.

How can our products solve their roadblocks?

- We teach them a specific prospecting system for LinkedIn and other social media platforms.
- We help them clarify their Ideal Customer Profile (ICP), understanding its pains and desires.
- We assist them in structuring their offer to make it appealing and unique in the market.
- We help them structure their cold messages to increase the response rate.
- We teach their sales teams to handle objections and show them different secrets on how to close more deals.

My analysis.

- I need to use more images; at this point, the page is filled with text, so I plan to incorporate additional images. When creating the full design for the page, I will work with images in more detail at that stage.
- [The section where I describe the outcome of working with me](#) (their dream state) must be refined to the point where the words create a clear, vivid picture of an outcome that amplifies their desire. Currently, this part doesn't enhance the desire well enough. I can and should use more fascinations, along with some funny comparisons when describing the outcome, to ensure that the reader enjoys the copy. **(You can see me presenting refinements for this part in the comment section).**
- I definitely need to find a way to present [the steps the client will take when working with me](#) in a manner that sparks more curiosity. Right now, it seems too straightforward and boring, so I will need to diversify this part with fascinations and perhaps even include jokes or funny comparisons. **(You can see me presenting refinements for this part in the comment section).**

- [When describing pains](#), I might need to find a way to condense them and make the descriptions more concise without losing emotional impact. I need to find phrases that can be condensed into a few words. Additionally, I might change some words to build an even better mental picture for readers in relation to their current pains. **(I already tried to condense the description to 3 lines deleting useless words)**

The landing page

Headline

Top 200 female global creators on LinkedIn

Get New Clients **Consistently** Through **Social Selling** Using a **4** **Simple Step System.**

I helped 100+ B2B Sales Teams, Solopreneurs, and Entrepreneurs to get more clients, close more deals and generate more than \$1,500,000 in sales through social selling and cold calling.

Get A Free Consultation



"Charlotte is an IMPRESSIVE wealth of knowledge for social selling and cold outreach. I've learned a ton about upping my own LinkedIn game from her!"

Alex Boyd, Co-founder, Aware ★★★★★

100+	543+	\$1,500,000+
businesses severed	sales calls generated	revenue generated

Lead

Can You Relate?

Unpredictable Client Acquisition

You might secure 5-7 clients in one month, yet the next month, only 2 are left. You're tired of spending days looking for clients, fulfilling their needs, letting them go, and starting the prospecting hell over, afraid that it will take you weeks to get a new client.

You're Getting Ghosted By Prospects

You send hundreds of cold DMs to your prospects, but only 4-8 of them show interest. When you try to provide a little more detail about your offer, they lose interest and ignore you, making it extremely hard for you to land even one more client.

You Promise The Worlds, But Get a Headache

To make prospects interested, you make bolder and bolder claims, regretting the pain that comes with fulfilling the promises. Things get sooo hard that every time you think about getting a new client, your hands start shaking.

Making Money at the Cost of Life

You started your sales career or business to gain financial freedom, but you've become a slave to your timetable. It's extremely hard for you to find time for weekends and especially for your family.

You Have No Simple Prospecting System

You find great prospects, but you have no clue how to turn them into clients. No system is followed; you spend hours on their website, LinkedIn profile, or Instagram, trying to create the best DM, losing not only time, but potential clients whom you could message.

Your Heart Stops When It Comes To Cold Calling

You're good at pitching, but when you hear *"I need to talk to my boss"* or *"We're not ready yet"* you stutter and lose the prospect. You're tired of *failing* deals and want to become a person who is asked *"How did you close that \$150,000 deal?! We thought it's impossible!"*

Your Sales Team Can't Achieve Their Goals

You set a monthly revenue goal, but deep down in your heart you and your team know that you will at best achieve only 75% of it. Your dream is to double the revenue, but how is it possible if your sales team can't even achieve their current goals?

Get A Free Consultation

How Will I Help You?

We will go through a simple, 4 step process together:

Step 1 - Figuring Out What You Don't Know

During your free consultation, we will identify the roadblocks that hinder you from achieving your business goals and explore ways to overcome them.

Step 2 - Creating a Plan

After the free consultation we will create a clear, step-by-step plan to achieve your goals based on your current business situation, the specific roadblocks you're facing, and the goals you have, making each step tailored specifically to your current situation.

Step 3 - Prepare For Plan Execution

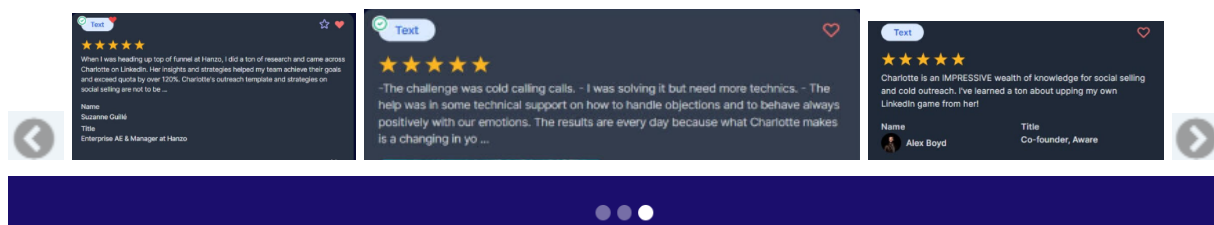
You will learn my secrets in the spheres of social selling and cold calling. It's not some cliché like gaining a prospect's trust with social proof or amplifying their pain through vivid images (*although we will discuss that*). Instead, it's my own insights based on 20 years of experience that you will use to position yourself as an expert.

Step 4 - Achieving Your Goals

Armed with all the knowledge, you will finally achieve your goals following the plan we've created, slicing every roadblock that gets in your way using my experience and help, resulting in a rapid progress towards your goals. (*With a 79.7% chance, you will see your first results after the first week*)

Get A Free Consultation

Testimonials from my clients



[9 photo testimonials]

What Results Can You Expect From Our Teamwork?

Set More Meetings Consistently

You will learn a step-by-step prospecting system that gives a clear understanding of what you need to write to be perceived as a trustworthy expert, at least ***doubling*** the amount of meetings you set from every 100 DMs you send.

Increase Your Closure Rates

You will learn secrets and tricks that you and your team can start using ***instantly*** on your next sales call to increase the chances of closing the deal by 10-25%. These numbers are based on what I've seen throughout my 20 years in sales.

Get More Free Time

You will have time **to live**. You will set more meetings and close more deals faster, and

finally, earn the free hours you can spend either on making more money or enjoying time with people you care about.

Improve the Productivity of Your Sales Team

I act as the lieutenant for sales leaders who need to get things done. I will direct your sales team, improve their sales skills, and teach them a simple, step-by-step prospecting system that will increase their productivity.

Positively Impact More People

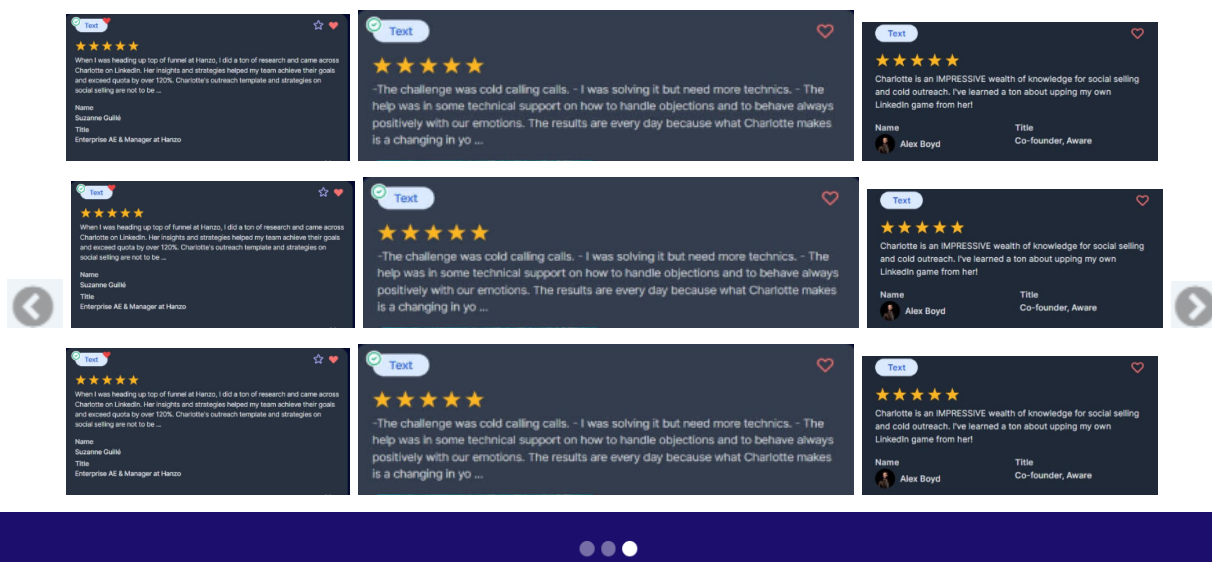
Once you learn how to acquire clients consistently, you will be able to change hundreds of lives. While some are in business solely for money bags, I believe it's equally important to strive not only for profits but also to help others achieve their dreams.

Increase Your Revenue

I've had clients increasing their revenue by 56.7% just after a few weeks of working with me. We will identify the roadblocks your business faces and create a clear path to eliminate everything that hinders you from reaching the next level in your business.

Too Good To Be True?

Just check out some of the wins from my clients.



[other 9 testimonials]

(if there more testimonials, put more testimonials and do a carousel)

Get A Free Consultation

Now You're Probably Wondering Why You Should Work With Me?



Sure, there are a lot of coaches who claim they will help you get more clients and elevate your business or sales team to the next level.

The problem is they make promises, but ultimately underdeliver, wasting not only your time but also losing prospects that could become your clients.

I have been in sales since 2003.

With 20 years of learning and trying every sales trick, I quickly spot and address mistakes, providing a clear plan for acquiring more clients faster and closing deals with higher chances.

I will build a step-by-step plan tailored specifically to your current business situation and the roadblocks you're facing.

My goal is not only to deliver results but also to create the best customer experience.

I will treat your business as my own, sharing all the knowledge and experience I've gained during my 20 years in sales to ensure that you will see results after the first week of working with me.



[3 video testimonials]

Get A Free Consultation

Body

My Story

20 years ago, I got into corporate life, learning how to deal with politics, sales bro culture and double my income.

At 30, I joined a global brand, traveling and meeting politicians. 3 years later, I left a salaried job, became a commission-only seller, moved countries, spending as little as possible.

At 40, I started an instagram fashion influencer account, but it failed, so I returned to a salaried job, built a brand via LinkedIn and cold outreach—\$2.5m pipe in year 1, *\$1.5m sales*.

2 years later, I shared my SaaS sales journey on LinkedIn, posted 5 to 7 times a week, coached sellers and founders as part of a side hustle and built it to 6 figures.

Then boom, I decided to go all in on my business. Looking back, I was rebellious yet conformist but took risks.



Today I am enjoying what I do, it doesn't feel like work. It turns out, the things I thought I wanted but didn't get... they weren't for me.

If there is one thing I can tell you, it is this: Trust the process and the journey; whatever you want to do, you will.

Get A Free Consultation

Close

Stop Losing Lucrative Clients That Could Bring You \$10,000+ In Revenue

You lose valuable clients every day, potentially costing you over \$10,000+ in revenue. The reason? A lack of an effective, step-by-step prospecting system and struggles with closing deals, specifically, working with objections.

You can either keep losing gold clients every day or you can get a free consultation with me and I will show you not only how you can set 5+ meetings with new prospects every week **consistently**, but how you can increase your closure rates and elevate your monthly revenue.

Learn More

P.S: I use the 'Learn More' button instead of 'Get a Free Consultation' because it seems mentally easier for a reader to click 'Learn More.' Eventually, they will be redirected to the booking page where, if ready, they will automatically start setting a date for a meeting.