

Aikido Review:

100 Push-ups:

<https://vimeo.com/951184719?share=copy>

Product:

1. This email offers a free resource teaching the reader to create effective social media hooks and it has lots of examples, the goal is to create some reciprocity/trust with the brand before offering them the main product here is the link to the free resource: [free resource](#) (I made this resource and haven't presented it to my client yet, you probably won't have time but I would love to hear some criticism/advice on this too if possible)
2. The main product is a white-label social media management software that allows the user to schedule posts to all social platforms in one click, A/B split test posts, organise posting schedule in a content calendar, create content in an AI writer, also track all results/metrics, can also create sweepstakes and contests using pre-built landing pages and a social CRM tab. Overall this saves huge amounts of time for the user and increases results by showing them what works/doesn't in analytics.

What specific business objective do I want to achieve?

1. Converting random car detailing business owners into replying to the email asking for me to send them the free resource

What part of the funnel?

2. This is a cold email it is the first interaction with the brand that they will receive, this moves them onto an email sequence which then pushes them to buy our offer or downsells them to a lower ticket offer

Who are we talking to?

What kind of people are we talking to?

Men or Women?

- Men

Approximate Age range?

- 20 to 50 years old on average

Occupation?

- Car detailing business owner

Income level?

- On average car detailing companies make £200,000+ a year

Geographical location?

- UK and USA

Everything in quote marks is actual verbatim from the target market

Painful current state?**What are they afraid of?**

- "I don't have time to run my business and multiple social media accounts."
- "I hate wasting 10 hours a week making content when I could be doing something...anything...more productive."
- "I worry about how much time I'm spending on social media and whether or not it's a healthy way to spend my time."
- "It can be a bit exhausting to constantly be bombarded with information and updates."

What are they angry about? Who are they angry at?

- "I feel like I am doing all the right things, but I'm getting like no engagement. I feel like I'm talking to myself."
- "I thought it was just me. I feel like it's on purpose because they want us to pay ads."
- "IG is just slowly dying."
- "Low engagement on clients' posts."
- "I hate the cultures. I hate wasting 10 hours a week making content when I could doing something...anything...more productive."

What are their top daily frustrations?

- "Posting consistently is my biggest struggle."
- "It's mentally draining and has a lot of burnout."
- "The real challenge is finding a way to be unique and stand out."
- "I find it difficult to have content to consistently post, to keep up with all the different platforms and all the different trends while still having time to do the actual production side of my business."
- "I'm very new to this industry, but so far my biggest problem is staying creative."

What are they embarrassed about?

- "IG is just slowly dying."
- "I feel like I am doing all the right things, but I'm getting like no engagement. I feel like I'm talking to myself."

How does dealing with their problems make them feel about themselves?

- "I hate wasting 10 hours a week making content when I could doing something...anything...more productive."
- "I don't know if this is working, is it even worth it?"
- "I don't have time to run my business and multiple social media accounts."
- "I'm getting like no engagement. I feel like I'm talking to myself."

What do other people in their world think about them as a result of these problems?

- "I feel like it's on purpose because they want us to pay ads."
- "I hate the cultures. I hate wasting 10 hours a week making content when I could doing something...anything...more productive."
- "It can be a bit exhausting to constantly be bombarded with information and updates."

If they were to describe their problems and frustrations to a friend over dinner, what would they say?

- "I find it difficult to have content to consistently post, to keep up with all the different platforms and all the different trends while still having time to do the actual production side of my business."
- "I hate the cultures. I hate wasting 10 hours a week making content when I could doing something...anything...more productive."
- "I thought it was just me. I feel like it's on purpose because they want us to pay ads."

- "It's mentally draining and has a lot of burnout."
- "Posting consistently is my biggest struggle."

Desirable Dream State

If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?

- All of their appointment slots would be filled full with eager customers with bulging wallets, they would have to constantly put their prices up and decline customers getting their cars detailed as they are already booked up 12 months in advance, and they would have so much cash flowing into their business they won't even know what to do with it. And they want all this with as little time and effort as possible.

Who do they want to impress?

- They want to impress their mates, family, audience, potential customers, and peers in their industry with their booked-up appointments and killer social media accounts. They want to impress themselves by making tonnes of money from tonnes of customers with little effort and time.

How would they feel about themselves if they were living in their dream state?

- They would feel accomplished, confident, and proud of their business and online brand presence. They would feel relieved that they always have customers begging for their cars to be detailed so they never have to worry about unbooked appointments again. They would feel motivated and inspired to continue growing their business and brand through their successful social media efforts.

What do they secretly desire most?

- They secretly desire as much cash as they could imagine with little to no effort and time at all. They desire customers lined up for miles outside their shop waiting with their cars to be detailed and they want this without having to put in hours of hard grueling work. They secretly desire to be seen as a social media influencer or thought leader in their industry, with a loyal and engaged following.

If they were to describe their dreams and desires to a friend over dinner, what would they say?

- I want to have all the cash in the world. I want to have each and every day booked with back-to-back customers. I want to be the biggest car detailing place in the country. I want everyone to know my business and beg to get their cars detailed by me, and I want all this without putting in loads of effort and time to find customers.

Values and Beliefs

**What do they currently believe is true about themselves and the problems they face?
Who do they blame for their current problems and frustrations?**

- They believe that managing social media is overwhelming and time-consuming. They may blame themselves for not being able to keep up or the platforms for constantly changing algorithms and features.

Have they tried to solve the problem before and failed? Why do they think they failed in the past?

- They might have tried to solve the problem before by either dedicating more time to social media management or seeking help from professionals, but they may have failed due to lack of expertise, resources, or effective strategies.

How do they evaluate and decide if a solution is going to work or not?

- They evaluate solutions based on their perceived ability to simplify their workload, save time, and deliver measurable results. They also consider the reputation and credibility of the solution provider.

What figures or brands in the space do they respect and why?

- They likely respect figures or brands in the social media management space that have a track record of success, provide valuable insights, and offer practical solutions to common challenges.

What character traits do they value in themselves and others?

- They value traits like creativity, efficiency, reliability, and authenticity in themselves and others. They appreciate individuals or brands who can consistently deliver high-quality content and engage effectively with their audience.

What character traits do they despise in themselves and others?

- They may despise traits like inconsistency, dishonesty, inefficiency, and arrogance. They dislike individuals or brands who fail to deliver on promises, engage in unethical practices, or display a lack of empathy towards their audience.

What trends in the market are they aware of? What do they think about these trends?

- They are likely aware of trends such as the increasing importance of video content, the rise of influencer marketing, and the impact of algorithm changes on organic reach. They may have mixed feelings about these trends, seeing both opportunities and challenges in adapting to them.

Avatar:

- i. **Name:** Alex Thompson
- ii. **Age:** 35

iii.

Face:



iv.

Mini Life History: Alex has been running his successful car detailing business for the past seven years. He started the business out of his passion for cars and attention to detail. Over the years, Alex has built a loyal customer base through word-of-mouth referrals and has established a solid reputation for providing high-quality services. However, as his business grows, Alex finds himself increasingly overwhelmed by the demands of managing multiple social media accounts.

v.

Day in the Life:

vi.

The first light of dawn filters through the windows of my workshop, casting long shadows across the gleaming cars awaiting their transformations. With a mixture of excitement and trepidation, I roll up my sleeves, ready to immerse myself in the artistry of car detailing.

vii.

viii. As my team of detailers trickles in, each greeting me with a nod of determination, I can't help but feel a twinge of unease gnawing at the edges of my mind. Despite our skills and dedication, there are days when the steady stream of clients feels more like a trickle, leaving me to wonder if our reputation is beginning to wane.

ix.

x. With a heavy heart, I push aside my doubts and throw myself into the day's tasks, hoping that our meticulous attention to detail will be enough to keep the wheels of our business turning. But even as I lose myself in the rhythm of our work, the spectre of uncertainty lurks in the shadows, a silent reminder of the fickle nature of success.

xi.

xii. And then, as the morning wears on and the workshop buzzes with activity, I steal a moment to check my phone, only to be greeted by the disheartening sight of empty appointment slots and stagnant social media metrics. Also the intimidating amount of tasks to be completed on social media just to keep the accounts running which I know will take hours of pure effort. Despite my best efforts to drum up excitement for our services, our online presence remains a barren wasteland, devoid of engagement and enthusiasm.

xiii.

xiv. With a sinking feeling in the pit of my stomach, I wonder if we've fallen behind the curve, if our inability to crack the code of social media success is the proverbial nail in the coffin for our business. As the doubts swirl around me like a gathering storm, I can't help but fear that our hard work and dedication may not be enough to weather the tempest ahead.

xv.

xvi. But just when it feels like all hope is lost, a glimmer of light pierces through the darkness, illuminating the path forward. With trembling hands and a heart

full of hope, I stumble upon a website promising to revolutionise our social media strategy, offering a lifeline in our darkest hour.

xvii.

xviii. As I delve into the features and functionalities of the social media software, a sense of relief washes over me like a cool breeze on a sweltering day. Here is the solution we've been searching for – a tool that promises to breathe new life into our online presence, revitalizing our business and reigniting the flame of success.

xix.

xx. With renewed determination and a newfound sense of purpose, I dive headfirst into the world of digital optimization, navigating the intricacies of the platform with the precision of a seasoned navigator. With each click and swipe, I feel the weight of uncertainty lifting from my shoulders, replaced by a sense of empowerment and possibility.

xxi.

xxii. Gone are the days of feeling adrift in a sea of uncertainty, buffeted by the winds of doubt and fear. With this new tool in our arsenal, I feel a renewed sense of confidence in our ability to weather any storm and emerge stronger on the other side.

xxiii.

xxiv. And so, as the day draws to a close and the last rays of sunlight fade into the horizon, I allow myself a moment of quiet reflection, knowing that we've taken a bold step towards a brighter, more successful future for our car detailing business.

xxv.

Pains: Alex's biggest pain points revolve around the time-consuming nature of social media management and the constant pressure to stay updated with changing algorithms and trends. He feels overwhelmed by the need to consistently produce content across various platforms while balancing the

demands of running his business. Despite his efforts, Alex often experiences burnout and doubts the effectiveness of his social media strategies.

- xxvi. **Desires:** Alex dreams of a streamlined solution that simplifies his social media management process, saves him time and delivers tangible results. He envisions a tool or platform that allows him to effortlessly create and schedule engaging content, thereby increasing his brand visibility and attracting more customers. Above all, Alex desires a sense of confidence and control over his online presence, knowing that his social media efforts are driving real growth for his business.
- xxvii. **Values and Beliefs:** Alex values efficiency, authenticity, and reliability in himself and others. He believes that managing social media should be a manageable task that complements his business operations rather than detracts from them. While he may have tried to solve his social media challenges before, Alex may have faced obstacles due to a lack of expertise or ineffective strategies. He evaluates potential solutions based on their ability to simplify his workload and deliver measurable results.
- xxviii. **Based on this profile,** Alex is a hardworking entrepreneur who is passionate about his business but struggles to navigate the complexities of social media management. He is seeking a solution that empowers him to achieve his social media goals efficiently and effectively, ultimately driving growth and success for his car detailing business.

Where are they now?

- a. Awareness?
 - i. Level 3 solution awareness,
 - ii. Call out known solutions and offer the product as the best form of solution
 - iii. Some Level 2 and only problem aware
- b. Sophistication?

- i. Stage 4: The market is tired of the software mechanism, everyone is saying how their software is the best
 - ii. We are moving to stage 5, niching down to car detailing businesses and doing a concierge play with coaching and other bonuses
- c. Physically?
 - i. On their phone or laptop and have just received an email from a random company
- d. Emotionally?
 - i. They are tired of getting low results on social media to grow their detailing business
 - ii. They are burnt out from the amount of hours they have to spend managing social media and running their business
- e. Will they buy?
 - i. Pain/Desire?
 - 1. Desire to succeed on social media is 4
 - 2. Pain about possible business failure 9 if happened
 - 3. Desire to grow their business 6
 - 4. Pain about spending so much time managing social media is 4
 - 5. Desire for a social media management software is 2
 - 6. Desire to learn how to increase results on social media 4
 - ii. Belief in idea?
 - 1. Belief in a social media Management Software 2
 - 2. Belief in free resource 3
 - iii. Trust in me/Company?
 - 1. Trust is 0
 - iv. Perceived costs
 - 1. If lead magnet 3 (free)
 - 2. If the software offers 9
- f. Current state?
 - i. The main pain is the lack of clients for their detailing business
 - ii. They are tired of little results/growth on social media
 - iii. They are tired of running social media as it takes 10 hours + a week
 - iv. Tired of creating posts, reels, stories
 - v. Tired of scheduling these individually
 - vi. Tired of replying to comments
 - vii. Tired of trying to analyse results
 - viii. They are tired of changing social media algorithms
 - ix. Tired of low engagement rates
- g. Dream state?
 - i. Huge detailing business growth most of all
 - ii. Social media accounts booming with following and engagement
 - iii. Floods of new customers pouring in from social media
 - iv. Spending little time managing social media
 - v. Spending little effort managing social media

- vi. Huge increase in credibility from their successful social media accounts

Where do I want them to go?

- a. What specific action do I want them to take?
 - i. Reply to the email wanting me to send them the free resource
- b. Will they buy?
 - i. Pain/Desire?
 - 1. Increase to 6
 - ii. Belief in ideas?
 - 1. Increase to 7
 - iii. Trust in me/Company?
 - 1. Increase to 6
 - iv. Perceived costs?
 - 1. Lower to 2
- c. Roadblocks?
 - i. Don't know how to create performance-driven posts
 - ii. Knowledge gap with how user's attention is extremely difficult to grab when scrolling
 - iii. Running social media accounts manually takes a lot of time and effort
- d. Solution?
 - i. Learn how to create performance-driven posts
 - ii. Use social media management software to simplify social media management so they have to spend less time and effort managing social media accounts.
- e. Product?
 - i. Free resources to help learn to make performance-driven posts
 - ii. Success Digital social media management software to make managing social media easy and fast with better results.
- f. Value ladder:
 - i. This lead magnet is free and is at the bottom of the value ladder
 - ii. After this, the next stage is to buy the offer and if not we will downsell on a limited version of the software
- g. Value equation element:
 - i. Dream outcome: From this free resource we want them to get increased engagement rates, follower counts and viewer watch times across their social media platforms + detailing appointments from social media
 - ii. Perceived likelihood of achievement: Highly likely this will cause significant improvements but as of yet don't have any figures to show for it
 - iii. Time delay: Few days to begin seeing significant improvements in results
 - iv. Effort/sacrifice: Examples make it easier but this is probably medium as they have to use the hooks themselves

Steps to get them there?

- a. Click email
 - i. How will I grab attention?
 - 1. Directly present free resource
 - ii. How will I create curiosity?
 - 1. Possibly tease value
 - iii. How will I make them click the email?
 - 1. Show the value inside
 - iv. Possible objections?
 - 1. Is this legit gonna help me grow on social media?
 - v. Beliefs I need to shift?
 - 1. Trust in us as an authority figure and giver of knowledge
- b. Read email
 - i. How will I amplify pain about the current state?
 - 1. Vivid imagery
 - ii. How will I amplify their desire about dream state?
 - 1. Future pacing
 - iii. How will I create curiosity?
 - 1. Tease value inside
 - iv. How will I increase certainty?
 - 1. Logic
 - 2. Credible source
 - 3. Social proof
 - 4. Demonstration of results
 - 5. How closely it fits their situation
 - v. How will I increase trust?
 - 1. Familiarity with company
 - 2. Social proof
 - 3. Primal leadership indicators
 - 4. Qualification/certification
 - vi. How will I increase desire/pain?
 - 1. Vivid language
 - 2. Future pacing
 - 3. Meet them in their current pain points
 - vii. How will I decrease perceived costs?
 - 1. Value equation
 - 2. Lower effort, time, perceived costs, demolish objections
 - viii. How will I show the roadblock?
 - 1. Demonstrate how they have a knowledge gap
 - ix. How will I show the mechanism?

1. Present how they need to learn to create effective social media hooks
- x. How will I present the product as the best form of that mechanism?
 1. Maximise value equation
 2. Demonstrate features
 3. Get dream state faster, easier, risk free, more magnitude
- xi. Beliefs I need to shift?
 1. Trust in the company
 2. Belief in the idea
 3. Pain and desire
- c. Reply to the email wanting me to send them lead magnet
 - i. How will I drive them over the threshold to reply?
 1. Increase desire
 2. Reduce cost as free
 - ii. Possible objections?
 1. Will it work for my situation
 2. How long will it take to send it
 3. Will it even work at all
 4. How much effort will it take to learn
 - iii. Beliefs I need to shift?
 1. Trust in the company
 2. Belief in the idea
 3. Pain and desire

Tested?

1. No

Personal analysis of copy:

1. Subject line: It is too long being 12 words and this needs to be condensed to 10 or less however after brainstorming loads of ideas for subject lines this was the best to come up with and I want to keep all the elements in their being calling out the avatar, presenting dream state and reducing time delay, reducing cost with it being free and creating curiosity with the blueprint
2. I don't like how the start doesn't properly flow very well into the rest of the copy however I believe it is necessary to set their expectations right on why this is so important for success however could not think of a better way to word/ do this
3. Need to increase the belief in the idea more but the only way I could think of doing this was by stating how this info was derived from the best social media accounts however social proof would help so I will try to sort that out to get it integrated

4. When presenting the solution I believe it would be better to try create more curiosity around it however I struggled in doing this even after reviewing my notes on curiosity etc.
5. The vivid imagery is definitely not vivid enough and maybe using some more detailed visual imagery of watching the engagement rates or kinesthetic imagery of opening their phone etc. to increase desire more but again struggled to do this in a smooth and fluent way
6. For the CTA I was debating on doing more of an identity play as I tried here or a 2 way close, I did the identity play for conciseness but would appreciate your opinion

Cold email:

Email

Subject:

2X social media engagement in 2 days (free blueprint!)

Body:

Hey [name],

In 2024, to succeed as a car detailing business owner you need successful social media accounts.

Accounts with huge followings and killer engagement create massive credibility, awareness and attract new customers dying for their cars to be detailed.

That's why we have meticulously analysed the most successful social media accounts and condensed all their tactics into a single blueprint for social media success.

We call it **The Social Media “hooks” Blueprint.**

You will learn what exactly a hook is, what makes a scroll-stopping hook and 37 fully explained examples tailored for car detailing business owners.

Just Imagine engagement rates 2x, 5x or even 10x on all your platforms, follower counts and all those unbooked appointment slots are filled with eager customers wanting their cars to be transformed!

If you are serious about growing your detailing business, reply to this email with “Send me my blueprint!” and we will send it straight over within 24 hours.

Catch you on the successful side,
Social Detailing

Subject:

2X social media engagement in 2 days (free blueprint!)

Body:

Hey [name],

Are you struggling with social media growth?

Each year social media platforms favour paid advertisements even more making it almost impossible to grow organically.

However, some accounts are growing faster than ever before, this is because they use “hooks”.

We have analysed these accounts and created a “hooks” blueprint where you will learn:

1. Exactly what a “hook” is
2. What makes an incredible “hook”
3. 37 examples tailored for car detailing business owners like yourself

Imagine hitting post and watching as engagement rates climb rapidly, you get a flood of new followers and appointment slots are filled with eager customers.

If you want this reality 3 days from now, reply to this email and we will send you the blueprint over in less than 24 hours.

Or if you would rather have stagnant social media metrics and unbooked appointments, forget this email ever existed.

Either way, good luck.

Success Digital