

Copy Review Aikido

Answer the four questions from the winner's writing process.

1. Who am I talking to?

- man and women actively searching for photographer (NO trust in us)
- A man and a woman who showed interest in clicking through the Instagram profile to the website (Trust between already built)
- they are here either for photos of pets, cars or events (weddings, graduations)

2. Where are they now

Dream state:

They want to have the moment captured and return to it at any time. they don't have to deal with any trouble with preparing for the photo and taking it, and they know that the result will be perfect. They want to feel natural when taking photos and not have to fake it or feel unnaturally relaxed. Enjoyed a pleasant and relaxed photo shoot.

Current state:

- What if the light is bad?
- I am very camera shy(worried about how they would look in photos, which makes them nervous and stiff when working. Knowing that it would really work smoothly and without stress may be essential for some customers)
- Stressing about all the preparations, so they dreaded the photography as much as anything else (maybe the most)
- Will the pictures be good? What if they aren't? We will not have the most important day of our life captured well. We won't have tangible memories of it.
- Nervous about finding the right photographer. How can we know for sure that he did a great job

3. Where do I want them to go?

fill out the form and take a client as a photographer

4. What are the steps they need to go/feel to do it

- keep their attention
- read it
- fill out the form

List the reader's roadblocks and the solutions/mechanisms to solve them.

Roadblock:

their photos don't look like they imagine as if something was missing and you couldn't really say what. They still think they don't look good and tend to take one photo a hundred times.

Solution:

a professional who can photograph everything perfectly the first time

product:

My client photography service

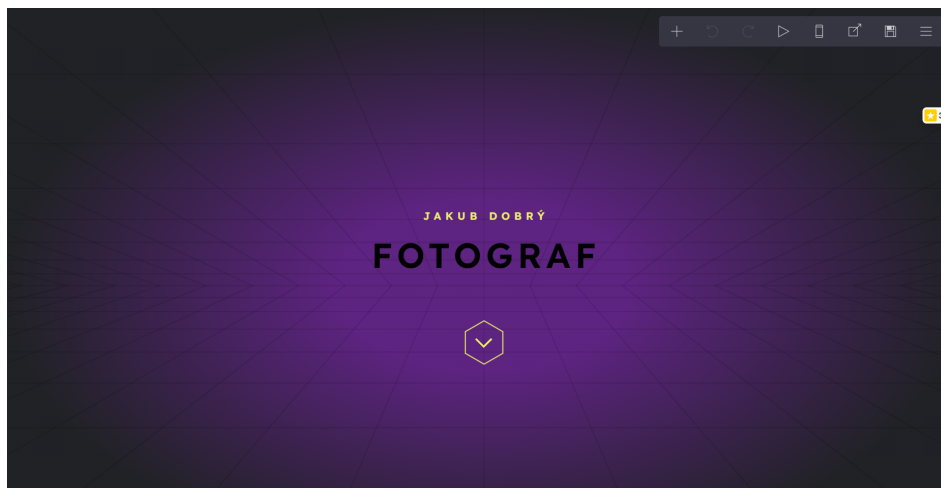
Include your personal analysis of your copy's weaknesses and how you plan to improve them.

It seems to me that it is like a confusing process when I try to talk to one avatar in one part and to another in another. It is based on the fact that the person will see the cars and click on the CTA to get to the part that belongs to him, and not look at something that does not interest him at all. I think this matter could be solved by using a web builder other than carrd, and I saw one smart student lesson where making a website absolutely without code was discussed. I will find out what it is and use it and possibly change it if it is better. I have not yet seen copy dominance calls that deal with the landing page, sales page and mixing avatars at the time I am sending this, so it is possible that there will be clear errors that were addressed there. I'll look at it from analyzing my copies and redo it, but it will probably be a while before I get feedback on this, if not, it doesn't matter, I'll just rewrite it and a better version will be compiled.

Identify your copy's weaknesses and make an effort to fix them before submission.

the problem was attracting attention on the website when you clicked on a link where originally there was a random background with a random color and random lines with a headline that was about nothing at all, just the name "PHOTOGRAPHER" and the subheadline of the client's name.

example here:



I have just created a whole video of about 13 seconds, which I would say attracts attention much better and shows better right from the start what one can expect. I put the name of the client as the header and the subheadline could say that I will fulfill what you want.

link here: <https://jacobsphotography.cz>

Explain how you attempted to fix your issues and ask for feedback on your efforts.

look at copy dominance calls to identify what is happening and where I make the same mistakes and then correct them immediately. nothing is stated there about how much it will cost, which could be a question of what they have in mind and should be more clearly

stated, I assume at the end of the copy of the form. look at it again and I will see where, how, what and how much as the client says

Indicate if you test your copy and its performance results.

there are so few results that I don't really have anything worth mentioning, but I should find out some analytical tools, I know, other than just google

Explain how your product's strengths and weaknesses play into the value equation

I would say that with the help of photos we show a lot of their dream state and thereby increase the perceived likelihood of success, but even so, this part must be greatly increased by our creativity and social proof. Time works especially when you have to filter about 1000 photos and then edit them, which can take a while. We reduce Effort and Sacrifice with our service because we take their problem upon ourselves

Explain where the reader is in terms of awareness, sophistication, their thought process, and where they are inside the funnel

awareness level- 3: they know the solution but they don't know our product

sophistication level- 5: customers do not only buy photos, but also the experience with the photographer

will they buy?

desire: 7.8 - they know very well that they want a photographer

believes in the idea: 7 - they know that a photographer can make their dream photos

- 1 . avatar: trust in guru: 0 - They absolutely do not trust us and we need to fix that. We already do this through social networks and subsequently try to add as much as possible to the portfolio
2. avatar: trust in guru: 7 - they've seen enough nice photos on Instagram through posts and reels and they've probably already seen some testimonials through stories

Show and explain the full funnel.

random scroll on Instagram where they see our posts and decide to follow. after a period of watching, a trust is created and when they want our service, they look at the BIO profile where it redirects them to the website where they get the nma form and hooray they can go take pictures

or

knows that they want a photographer, so they search for him on the Internet as "photographer Pilsen" or "photographer of weddings (cars, pets)" and when we go up the mountain and get good feedback, we will attract their attention so they click on us and they will find out everything and get to the form and boom, you can take pictures

Share an unlisted Rumble or Vimeo video of you performing either 100 pushups, 100 bodyweight squats, 100 dips, or 100 pullups.

<https://rumble.com/v5afidd-squad-3.html>

Portfolio

For a better understanding of what the website actually looks like, here is a link:

<https://jacobsphotography.cz>

Headline: Clients name

SUBheadline: I will help you refine your vision, image and memories through vivid images.CTA button

about me

Hello! My name is Jakub Dobrý, but friends and clients call me simply Kubo. I am a photographer with a passion for capturing moments that allow you to relive unique events. My professional photos will not only bring you beautiful memories, but also ensure that every moment looks absolutely perfect.

In their work, they focus on the details that make a big difference. I believe that everyone should tell a story and the picture brought out the emotions you felt at that moment. I not only take photos, but also carefully edit them to make them stand out like never before. My edits highlight the natural beauty and capture the essence of each moment.

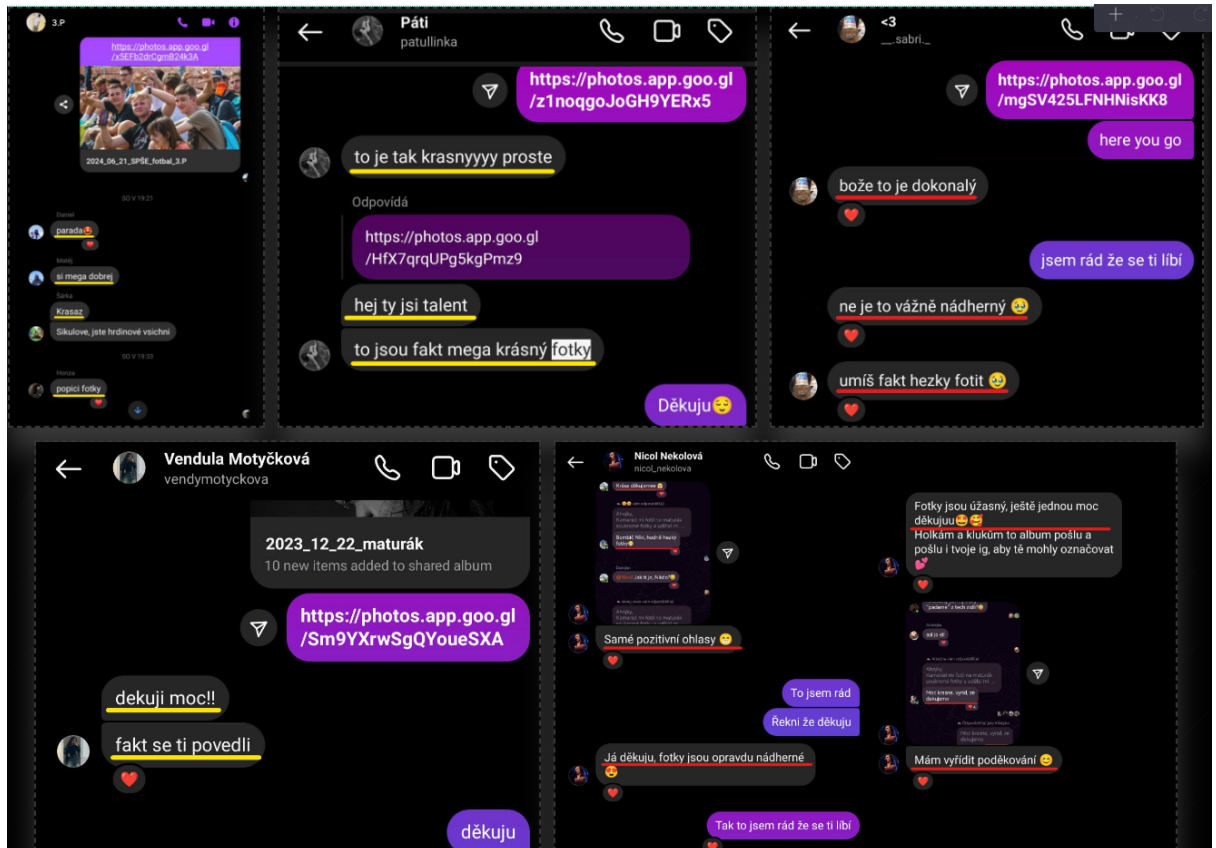
I don't miss a moment and capture everything. With me, you can feel natural without stress.

CTA to form



What others say about me

(Photos of reviews from clients from Instagram)



CAR

Imagine your car captured in the best light, every detail highlighted, every curve captured perfectly. My professional photography services will allow you to make exactly this a reality. Whether you have a sports car, a vintage car or an everyday travel companion, I'll make sure your car looks irresistible in photos. Make your car look even better than it actually is.

CTA button



Pets

Get to know your pet in a new light and indulge in lifelong memories of your pet. My professional photography services will help you capture the most beautiful moments and the unique personality of your animal friend. Imagine wonderful photos that perfectly capture his joy, playfulness and unique character.

CTA button



Event

Whether you are looking for someone for a wedding or prom, I will treat you to a relaxed process and priceless photos full of emotions. My professional services will ensure that your important moments are captured with the utmost care and detail. Imagine beautiful photos that will take you back to the most important moments of your life without worrying about the quality.

CTA button



Capture the power and elegance of your car

Everyone knows that feeling when they can flex their car in front of their friends and show off what they own. After agreement, I can fulfill any of your ideas, from the place of the event, to the time, to the type of photo. This means that if you want to capture your moving car at night, it is not a problem. Look below and imagine that instead of a random car, it's yours.



The magic of your car

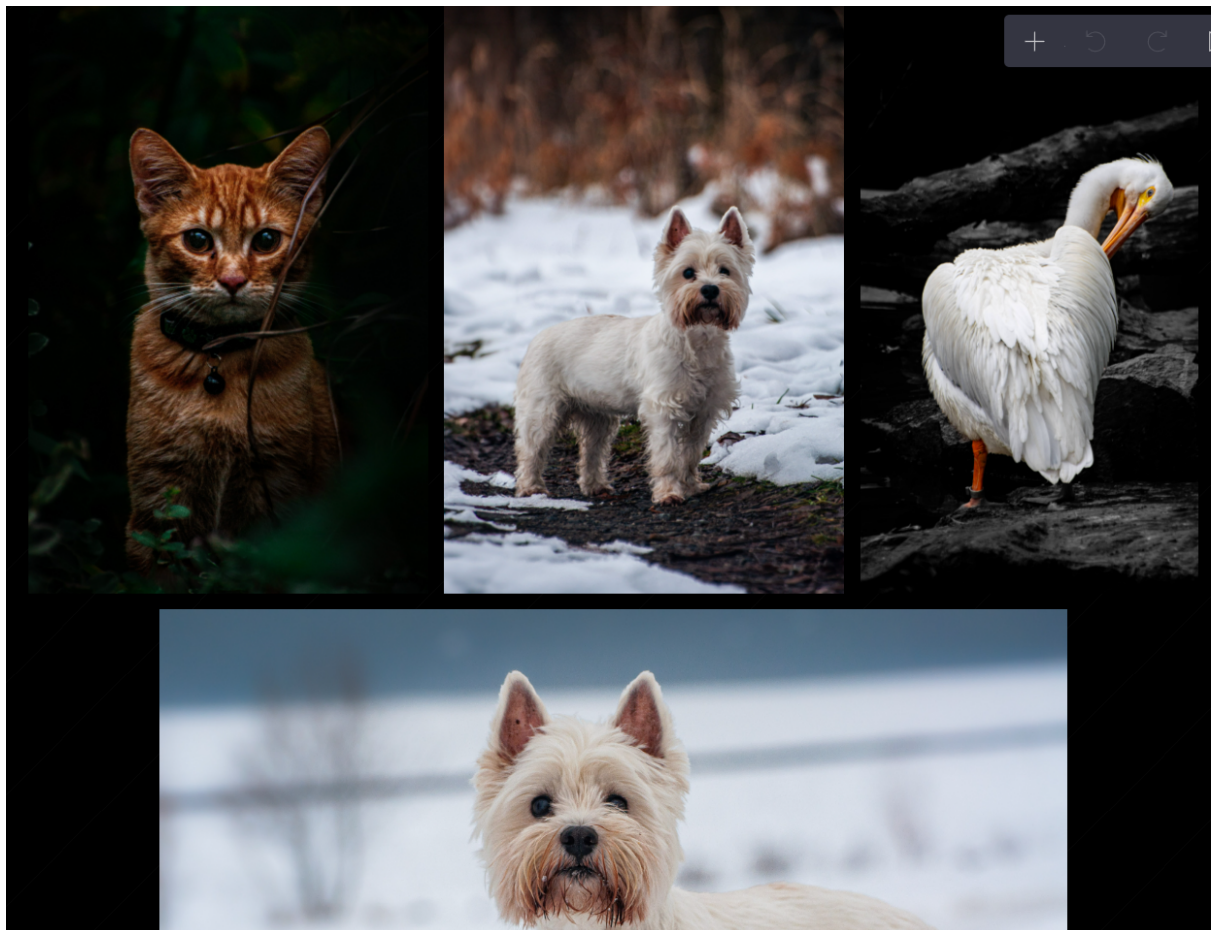
My experience and professional skills guarantee that every photo will be of high quality and professional. I know how to work with cars to make them look their best in front of the lens. Every car has its own unique lines and details, and I specialize in capturing them. My photos bring joy and show the car at its best.

Photos are a way to preserve the memories of your car forever. My pictures allow you to return to these beautiful moments whenever you want. I make sure that the photo shoot takes place in a calm and friendly atmosphere, where your car will be presented in the best light.

CTA button

Capture Magical Moments of Your Pet

You surely know at least one key feature that makes your pet special, now imagine the thing that makes them so. The good news is that you won't have to imagine it anymore, because you will have a direct visual representation of what you mean by that term.



Eternal memories

My experience and professional skills guarantee that every photo will be of high quality and professional. I offer you unforgettable moments that we will look back on and remember for

many years to come. Photography brings joy and captures the most authentic moments. I know how to work with pets to make them look natural in front of the lens.

Photos are a way to keep the memories of your pets forever, and I take care to ensure the placement is in a calm and friendly atmosphere where you and your pet feel comfortable and relaxed and, most importantly, stress-free.

CTA Button

Capture the Magic of Your Unforgettable Moments

I guarantee you that I will always fulfill your expectations, and that you will not have to ask questions about me, as I will arrive at the place on time? What if I don't like the photos? I will truly capture every memorable moment that we will cherish for the rest of your life.



Perfect photos of your event

My experience and professional skills guarantee that every photo will be of high quality and professional. I know how to capture the atmosphere and emotions of each event to make your memories vivid and authentic. Every event has its unique moments, and I specialize in capturing them. My photographs bring joy and show the most authentic moments of your special day.

We make sure that the photo shoot takes place in a calm and natural atmosphere where you and your guests will feel comfortable and relaxed.

CTA button

If you want to capture exceptional moments in your life with a guarantee of photos according to your expectations without stress and nervousness, then you have come to the right place.

Form