

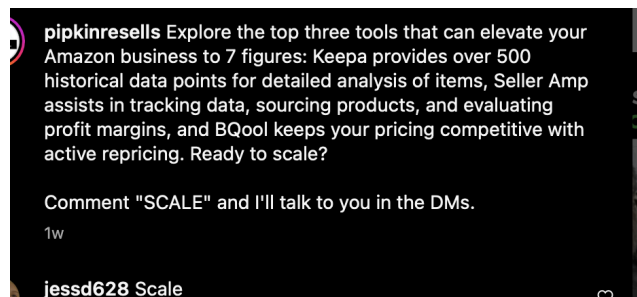
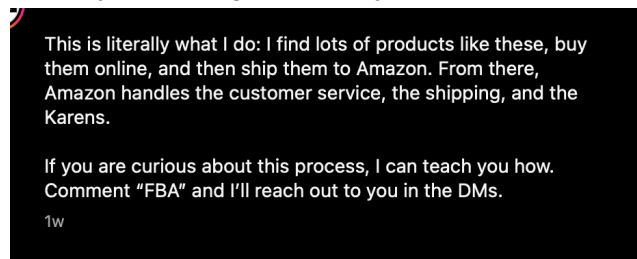
# note: you need to be careful with your target market sophistication...

I'll explain: in the first screenshot, the target market sophistication is for people who don't know what FBA is, because you're explaining the process and such.

-But... In the second screenshot, you're talking to someone who KNOWS what FBA is, and already has a business and knows the tools and terminology such as Seller Amp, BQool etc.

it's important you're mindful of this sophistication because someone who doesn't know what FBA is will get scared off by the second caption. But if someone who knows what FBA is sees the first caption, he'll think you're advertising beginner things.

So you want to stick to **ONE level of market awareness/sophistication**, because if you go too broad, you won't get as many customers... th



I'm gonna rewrite this ad based on the assumption you're selling to beginners who don't know what AMZ FBA is, because that's what most of your posts allude to. :)

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# Ad Rewrite:

About (however long ago you were working the 9-5) I was working a repetitive and draining 9-5 just to make ends meet.

Everyday felt like the same repeat of the one before and just the thought of working from paycheck-to-paycheck for the rest of my life terrified me.

Anyways, I finally decided to take control of my life. I started investing in a side hustle called Amazon FBA where I could sell things on Amazon.

It started out hard, but 10 months later my Amazon business began generating almost double my x-annual income every month, and you can do it too, with only a few hours a day.

Don't believe me? Send me a DM "ACHIEVE" and I'll send you a free, simple (**whatever it is, pdf, e-book etc**) where I explain everything.

With just a few taps on your phone, you can ship and sell any product you wish, whether it's a pen, lamp or flower vase through Amazon's delivery services. And you get to keep the profit.

And the best part? Running your own Amazon business is completely location-free.

Meaning money can come in as you play with your kids, sit on the beach or watch Netflix...

Ever since I quit my 9-5, I haven't had to worry about my boss breathing down my neck about looming deadlines or spontaneous projects.

But I'm not going to pretend this was an easy walk in the park for me. I lost some money, and had some failed products.

Yet it doesn't have to be that way for you,

Because I've compiled every lesson and every trick I've learned along my 100k a month journey into a free (**whatever it is you're selling, pdf, e-book etc**)

Inside, I explain exactly what Amazon FBA is to give you a headstart and start making money this week.

All you have to do is DM me "ACHIEVE"

this is just my process for writing copy....

## **WINNER'S WRITING PROCESS**

**What specific business objective am I seeking to accomplish?**

- a. get people to DM, comment and overall interact with the instagram account.

# What part of the funnel is required for this business objective to be achieved?

- a. instagram AD

## Who am I talking to? (Avatar)

- a. Name: Jerry
- b. Gender: male
- c. Age Limit: 40
- d. Occupation: *working and slaving away at boring job, specifically 9-5*

## Where are they now?

- a. **Current Painful State (all the market language you gathered from your research):**

- i. *jerry is fed up with doing the same thing every day. because hes doing the same boring job for low pay*
- ii. *He doesn't want to slave away until the age of 67 and only have a few years of "freedom" in retirement when he's so old.*
- iii. *he wants to find something that easy to do, lets him relax and makee more money than he's making ATM*
- iv. *feels overwhelmed with meeting coinstant deadlines and working from paycheck to paycheck*
- v. *feels as if his bosses don't care about him*
- vi.

- b. **Desirable Dream State (all the market language you gathered from your research):**

- i. *have financial freedom and not have to so the same old job*
- ii. *be able to make money from the comfort of his own home*
- iii. *set his own schedule and work from anywhere in the world he pleases*
- iv. *have enough money to sustain his families needs*

- c. **Problem (what's stopping your market from living their dream state?):**

- i. they don't have time to work on their FBA because they're working long hours at their regular job.
- d. **Solution (the unique mechanism that will allow your market to go to their dream state):**
  - i. a course or tips on growing a successful FBA business without spending too much time
- e. **Product (your client's paid tool that helps the market enact the solution better, faster, with less risk, etc):**
  - i.
- f. Awareness (highlight one of the available options below with **yellow**):
  - i. **Level 1 (Problem-Unaware):** Catch their attention, then reveal hidden problem/need/desire.
  - ii. **Level 2 (Problem-Aware):** Call out their problem then offer solution
  - iii. **Level 3 (Solution-Aware):** Call out known solution then offer product as best form of solution
  - iv. **Level 4 (Product-Aware):** Buy Now, Urgency, Scarcity, Risk Reversal/Guarantees, Social Proof, Crank pain/desire/need, etc.
- g. Sophistication (highlight one of the available options below with **yellow**):
  - i. **Stage 1 (First to Market):** Make a direct claim
  - ii. **Stage 2 (Second to Market):** Make a bigger or better claim
  - iii. **Stage 3 (Market Tires of Claims):** Lead with a unique/new mechanism
  - iv. **Stage 4 (Market Tires of Your Mechanism):** Position your version of the mechanism as unique, bigger and better
  - v. **Stage 5 (Market is Tired of EVERYTHING):** Niche Down, Identity Play, Enhance the Experience, Invent a New Mechanism, Connect to Bigger Outside Desire

**Where do I want them to go? (Actions I want them to take at the end of my copy)**

- a.
- b.
- c.

**What steps (experiences) do they need to go through to go from where they are to where I want them to go?**

- a.
- b.
- c.

**Copy Format? (DIC/PAS/HSO)** Highlight the appropriate format in **yellow**

- a. DIC
- b. PAS
- c. HSO

**Headline/Subject Line 4U's Formula:**

- ☐ Urgent
- ☐ Unique
- ☐ Useful
- ☐ Ultra-Specific

**After first rough draft**

- check for potential "thats bs" alarms
- run through a chat gpt grammar check
- find run-on sentences
- remove unnecessary ones