

BETTER WINNER'S WRITING PROCESS

Step 1 - I answer the 4 questions in the back of my mind.

(You better fucking know what these 4 questions are.)

Step 2 - I create a bare structure in which I can write copy. Like, if I am writing an email:

Hook

Tease / Sell

Value

Close / Sell

Step 3 - Just write words that come to my mind (relevant to the context).

At this point, I don't care about how accurate I am or if I even have the right approach.

Just spit words.

Step 4 - Idea finalisation and objective achievement.

Now I pick and choose the core focus of my copy.

Then I critically analyze: does this line help me with my objective?

Yes, then it stays. No, it gets deleted.

Step 5 - Curiosity dripping and micro-commitments.

Curiosity and higher-order copywriting tricks are some of my weaker skills.

They don't come to me naturally.

So, one entire revision process is focused on 'how I can bribe my reader to keep reading.'

I am adding 2 bonus steps specifically for committed students.

Step 6 - Flow correction + AI proofreading.

Here I use my own understanding of the English language to make sure my copy flows smoothly.

Then I fire up ChatGPT using the hack I mentioned in [my previous lesson](<https://app.jointherealworld.com/chat/01GGDHGYWCHJD6DSZWGGERE3KZ/01HZ306W31VJBQVD8GCDWDXS6C/01J4528KSFWN6G3FKHYHG9EDK5>) to help with grammar and flow.

Bonus Step 7 - Layman test.

Ask your friend who thinks copywriting is creating patents for tech and medical companies to read your copy.

Their insights are also important.

Bonus Step 8 - Advanced Aikido review.

Submit your copy for an advanced Aikido review.

Avatar

30-50-year-old man, high class, exhausted from the summer heat.



What is their current state (physically and emotionally)?

Physical state:

exhaustion from the summer heat. His whole body is sweaty and clammy. Every day when he wakes up and gets home he stands in front of his fan or fans himself with a manual fan. The air is extremely humid and hard to breathe in.

At work, he and his customers are battling the intense heat with all the seats in their bodies can muster, customers barely stay inside the store because the weather is too uncomfortable.

Hard to get the bare necessities:

He can't get good sleep because it's too hot and humid, gets 4 hours instead of 8 or 7.

Emotional state:

Frustration and pressure:

can't get any customers through the door, and there are not enough sales at work. Need to hit the standard of sales to be financially free and not tied down. Deadlines coming too close without completion.

Shame and guilt:

They are not like themselves at home, and anxiety and frustration lead to anger. Always angry, complaining about something. A deep feeling of shame, regret and guilt when being angry at kids

<https://www.fatherly.com/life/how-i-stopped-being-an-angry-dad> .

Desired outcomes for 30-50 higher-class Libyan men

Physical health

- They want better sleep as they've been previously sleeping awfully. They want to wake up refreshed and not in a pool of sweat. They want a happy morning, not a groggy, sweaty one.
- They want them and the whole house to feel more energetic throughout the day instead of the whole family lying around somewhere in the house.
- They want the ability to cool down and wind down from work quickly after coming home and finally get the relaxation they deserve after all the hard work they've put in in the outside world.
- They want their workers to be working at their highest ability with more energy than ever

Emotional health

- They want the overall mood of the house to improve as without an AC irritability levels are high and stress is too. They want to walk into a happy home.
- They want their family and their customers to be satisfied with them because they have provided this luxury service to them. THEY'RE THE MAN

Quality of life

- They want to experience luxury and temperature control is one of them
- They want to enjoy sitting indoors, instead of being almost forced to stay outdoors in the breeze.
- They'll have more quality family time as everyone will be comfortable

context

I used competitors from a nearby country as our target markets are still similar and I was advised to do so by an expert.

Client socials: <https://www.facebook.com/AlwadyCoTraneLibya/>

Competitor socials: https://www.facebook.com/CarrierEgypt/photos_by
<https://www.facebook.com/daikinegypt/photos>

I am selling a VRF AC for a Libyan AC business that owns a chain of TRANE. I will translate the copy to Libyan Arabic and verify it via family members and my client.

I'm selling B2B to businesses or B2C to upper/middle-class people

I'm running organic posts for them.

What specific business objective am I seeking to accomplish with this project? Why is it important?

I will grow my client's Facebook page, as he has a good form of monetising attention (salesman doing calls) but they don't have a good form of monetising attention (currently word of mouth).

Growing his FB page will help him monetise more attention and in turn, generate more profit.

What part of their online business funnel is needed to achieve this project?

Funnel = See an ad on Facebook. Send a DM, and the sales team will send them a call.

OR funnel= see ad on Facebook- follow the Facebook page- gain FV - then sends DM - sales team send them a call

Who am I talking to?

30-50-year-old business owners/upper-class men who either want to buy a VRF AC for their business or their home.

Where are they now?

They need an AC but don't know who to choose

Specification level - 4.3

Niche down to business owners OR identity play to men providing for their families, workers, or customers

Level 3 - Solution aware

Current state- struggling daily with the summer heat, lower work rate at business, sales not coming in, the company is too hot and stuffy for customers to enter.

Desired state- “This is the peace I've been missing” at home.
Customers finally flowing in again.

Desire- mid - feel the scorching heat every day, BUT the cost perceived in their mind is still high, they are on the fence because they think they might lose money adding air conditioning overall.

High belief- seen VRF ACs everywhere- social proof

Mid to low trust- “There are so many AC companies to choose from, why should I trust yours? What makes yours better?”

Where do I want them to go?

I need them to send me a DM with an enquiry about the VRF air conditioners e.g. price or performance information.

Costs

Price- high ticket product

Effort- send DM, accept the call, and move some things around for technicians to install the AC.

Time- 5 min DM, 10 min call, a few days/ a week to install the AC.

Sacrifice- maybe some sacrifice is needed if they previously had a faulty AC system, removal.

They are certain that the product works perfectly fine.

The belief isn't just there yet, we need to show that our product is better OR make a good USP.

e.g. pick either niche down to a specific business, spell an experience or identity play

What steps do I need to take them through?

Specific questions/outline :

1. Get attention- creating curiosity
2. NO WALL OF SCORCHING HEAT, start with a statement
Call out the problem- niche down to Tripoli business owners +
create unanswered questions they NEED answering.
3. Amplify pain/desire
Use sensory language to increase pain + future pacing
4. Show roadblock
Explain the roadblock
5. Show solution
Explain the benefits of your product while using kinesthetic
language + maybe future pacing
6. CTA- push the value of the product - finally tease the outcome
7. Eliminate objections- show that my product can deliver on its offer-
installed by technicians, made by engineering geniuses

20% problem

60% solution

20% product

Roadblocks

What is stopping them from living their dream state today?

They don't have an efficient way of cooling down either their homes or their business.

What mistakes are they making that are keeping them from what they want in life?

Ignoring glaring problems, hoping it'll be okay, forcing themselves to think it'll be too costly.

What part of the obstacle does the Avatar not know about?

They don't know that our product is the best for them - product unaware

Solution/product

My client's product offers:

take 3-4 of the most relevant points on this list (the things your customers will find the most valuable) and use them in your ads.

- **creates a calm atmosphere- a quiet atmosphere**
- contributing to a healthier planet
- energy efficient
- reliable- professionals
- lower electricity consumption
- space efficient
- **savings on bills**
- Smart
- **Efficient- cools quickly**
- effective building management
- keeps the outdoor area clean
- smart energy management controls-
- large room temp control
- Summer comfort anywhere- indoor
- **space coverage**
- energy saving
- find your perfect weather
- adjusts to surroundings to maintain temperature- **0.1°C control precision**
- gyms, cooperate units, malls, hotels, hospitals, schools, universities, shopping malls.

- high efficiency - **EVI compressor, 60-step energy management, inverter, low power consumption, Micro-channel refrigerant subcooling**

And many more specific selling points of the TRV that connect to one of these points.

HOOK FACTORY

So Here's What Every Hook Should Have:

- **Who is it for?**

Speak directly to your intended audience. "Here's how men over 45 did X" or "As a business owner, I thought..." Your target market needs some indication that it's for them and something they'd be interested in reading more about.

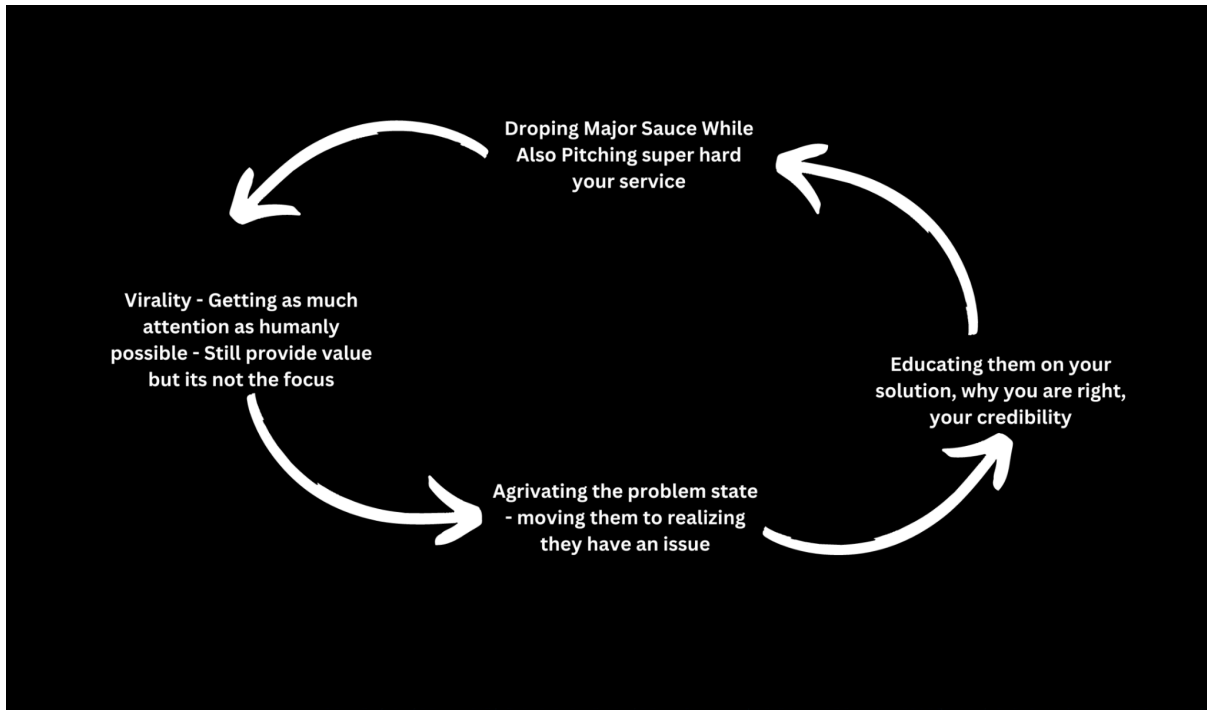
- **What is it about?**

Your hook must contain a word or two on what your ad is about. "I could never play guitar chords correctly" is much better than "I could never do this correctly". This is also a signal to anybody who is interested in your topic that your ad may also be interesting to them.

- **What is new/different about this?**

You need some way to break the mould and some novelty in your hook. Everybody looks for novelty and new things because they want to stay current - they don't want to be left behind. Things that are new or different spark interest and people are more eager to investigate.

My objective



Virality - I need to get as many views as possible, and as much attention as possible, right now, my business page has only 274 followers, so we need more attention.

How do I become as viral as humanly possible with each and every bit of copy I produce?

My best guess:

1. Picture, my design skills need to be **better than competitors - luxury and high-quality**
2. Fascination, the first 20 words of my copy need to strike insane curiosity into my viewers
3. Size, my copy needs to be as long as necessary to meet requirements , as short as possible to be enjoyable

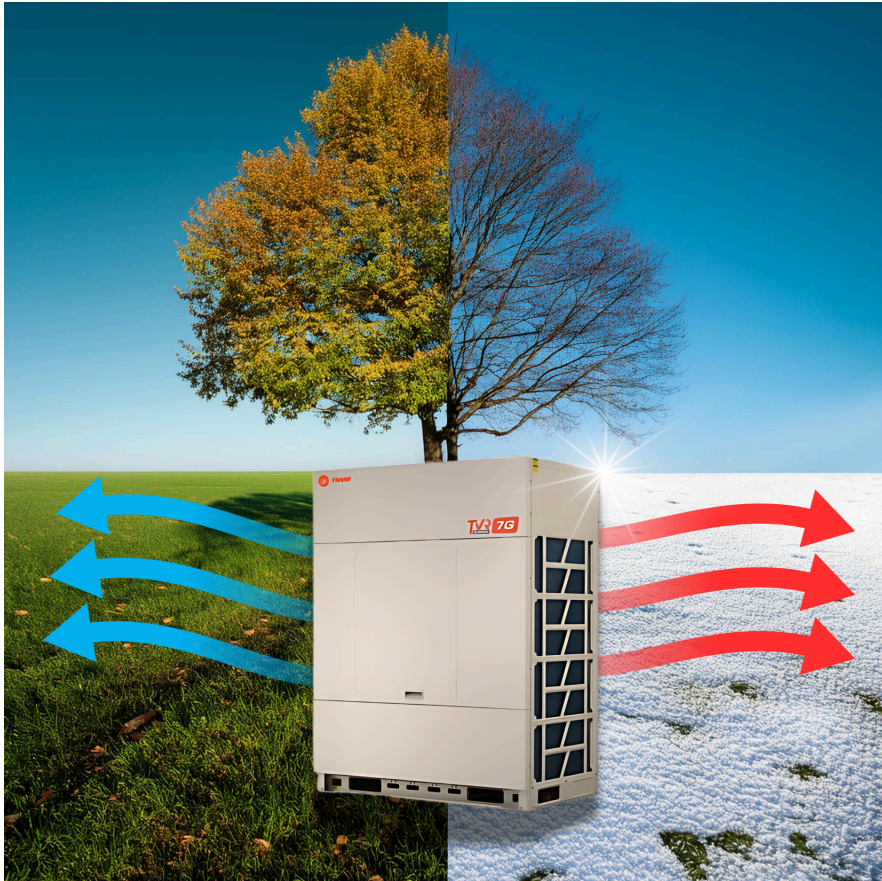
4. Type of my copy- I need to test relevant forms of copy and how well they work on my Facebook page e.g. trying PAS or HSO instead of always DIC

Expert opinion :

Pre-Conquest FOCUS ROUTINE

- Write down a clear, binary objective on paper next to you
- Clear environment of ALL distractions
- Get your blood pumping (pushups, squats, or burpees work)
- Visualize your goals and how this task connects to them
- Set a challenging timer, lyricless music, and attack

I will write my fascination on this picture 



COPY

8. Get attention- creating curiosity
9. NO WALL OF SCORCHING HEAT, start with a statement
Call out the problem- niche down to Tripoli business owners +
create unanswered questions they NEED answering.
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Use sensory language to increase pain + future pacing
11. Show roadblock
Explain the roadblock
12. Show solution
Explain the benefits of your product while using kinesthetic
language + maybe future pacing
13. CTA- push the value of the product - finally tease the outcome

14. Eliminate objections- show that my product can deliver on its offer- installed by technicians, made by engineering geniuses

Transform the climate of Your Home with These 3 Air Conditioning Upgrades

Your home is going to become more comfortable than any home you know!

Sweltering summers and chilly winters have been disturbing the comfort of your home.

The TVR's air conditioning creates the perfect climate inside your home, no matter the season.

The TVR will give you:

- Temperature control of your house so that everyone can enjoy that cool, peaceful feeling. 🌿
- Quiet cooling to prevent any sound disturbance when sleeping or talking. 🚫
- Quick airflow so you can have your perfect weather in only a few minutes! ⚡

Plus, we've got you covered with our smart maintenance and the TVR's high durability! 🛠️

DM our team for a quick installation from our professional technicians or to learn more!

Personal analysis

- I feel like I hit my micro-commitments well in this copy, if not please correct me.
- I'm not sure if the last line should be switched with the one before it, I'm not sure which choice would make the flow better.
- I used Alex Hormozi's tactic of showing them how others perceive the benefits of the TVR when I talked about family and guests. Did this work effectively, if not then how should I change it?

