

WWP Winning Template:

1. *Who am I talking to?*
 - a. *Be specific, lookout for specific segments.*
 - b. *Warm or cold traffic*
 - c. ...
 - d. ...
2. *Where are they right now?*
 - a. *Pain: ...*
 - i. *Roadblock:*
 1. ...
 2. ...
 3. ...
 - ii. *Mechanism*
 1. ...
 2. ...
 3. ...
 - iii. *Solution*
 1. ...
 2. ...
 3. ...
 - iv. *Product Advantages*
 1. ...
 2. ...
 3.
 - b. *Current State:*
 - i. ...
 - ii. ...
 - iii. ...
 - c. *Dream State:*
 - i. ...
 - ii. ...
 - iii. ...
 - d. *Awareness: ...*
 - e. *Sophistication: ...*
 - f. *Levels:*
 - i. *Current Desire:*
 1. ...
 - ii. *Current Belief:*
 1. ...

- iii. *Current Trust:*
 - 1. ...
 - g. *Physically:*
 - i. ...
 - ii. ...
 - h. *Mentally:*
 - i. ...
 - ii. ...
- 3. *What is my objective with them?*
 - a. *Physically:*
 - i. ...
 - ii. ...
 - b. *Mentally:*
 - i. ...
 - ii. ...
 - c. *What's in it for me?*
 - i. ...
 - ii. ...
 - iii. ...
 - d. *Why should they buy your product instead of all other solutions?*
 - i. ...
 - ii. ...
 - iii. ...
- 4. *What are the steps needed in order to get them there?*
 - a. ...
 - b. ...
 - c. ...

Matching Every part of your copy to the customer's internal self-dialogue

- 1. *In order to match their internal self-dialogue, ask yourself:*
 - a. *"What are the questions that they have in their mind?"*
 - b. *"What is the conversation they are going to have in their mind when they see this piece of copy?"*
 - i. *"What is going to be the result of that?"*

Outline to match them exactly where they are and get them where you want to:

1. *When they first land on your page, “What is the question they have in their brain, before they see anything?”*
 - *Question in their mind*
 - *Question in their mind*
 - *Question in their mind*
 - *How to match with Copy Parts (ie. Headline, dream state, tease mechanism)*
 - *(ie. image)*
 - *Etc.*
 - *Etc.*
 2. *After they see the first parts, what are the questions, or fears, or concerns they have right now in their mind?*
 - *Question in their mind*
 - *Question in their mind*
 - *Question in their mind*
- *Sames as above. We are looking to match where they are.*
 - *Etc.*
 - *Etc.*

What I want to do is take every single one of their objections and handle them in each section.

Mapping out EVERYTHING the reader has experienced from your brand up until now

Your reader has experienced more before you. More brands, pages, etc. This is why matching the sophistication stage is crucial.

“Where have they been before?”

How to match the tone to your avatar’s perspective

No person that is reading your copy wants to hear the harsh truths. They believe they “Deserve It”.

Especially the female audience. They don’t want to take accountability for their mistakes, problems, etc.

Understanding how they are trying to solve their problem now via your competitors so you can stand out

People have different problems throughout their journeys. Thus many products are needed.

But they don’t become aware of all of them in an instant.

So it’s crucial to find product market fit based on their awareness.

Look at your top players/competitors and see if they solve X problem.

If they do, then it’s something that the people you target want.

But there are some chances that your competitors aren’t solving that problem so you should.

How to answer “What’s in it for me” in your first sentences

To get them to read the rest of the copy, I need to connect with them exactly where they are right now and what they care about.

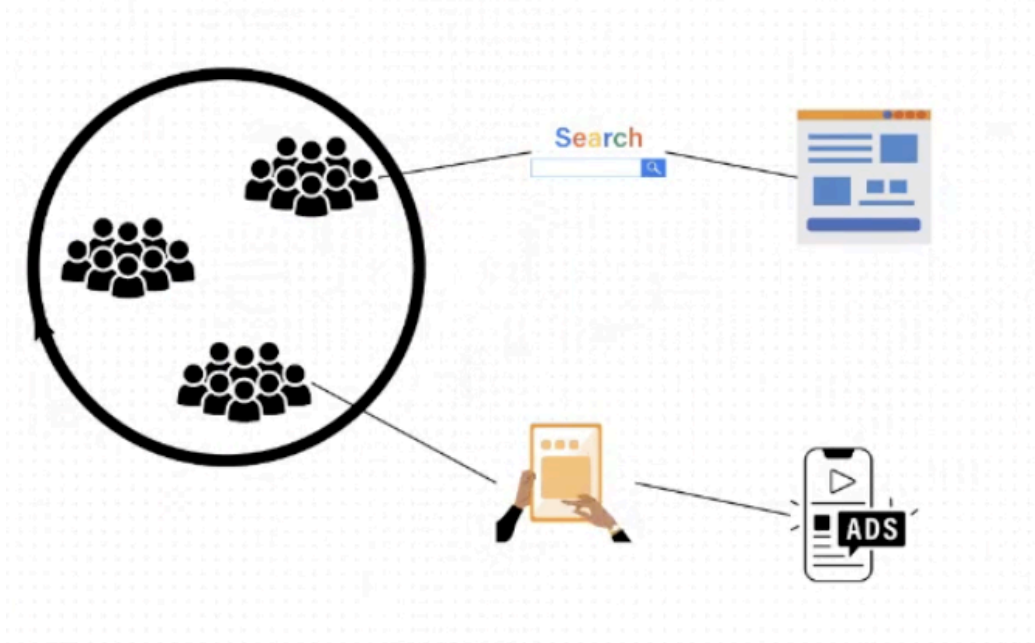
You can do that by either addressing their problem, new problem, etc based on the level of awareness.

Understanding differences of awareness and sophistication based on funnel type

The awareness level and sophistication stage are different depending on the kind of traffic.
(cold/warm)

It depends on what kind of people you are targeting.

So it's crucial to identify what kind of traffic they are.



Understanding your b2b buyers and what they care about so you can catch their attention

They are people. Attention works the same for them.

Sales email outline, based of awareness levels and roadblock/mechanism/product continuum

This is for Level 2 Awareness and Stage 4 of Sophistication:

1. Paradox question
2. Connect with their dream and pain (1-2 lines)
3. Tease the new mechanism
4. Tease that it's a complicated issue (A lot of factors that need to be dialed in)
5. Question asking them if it's worth it?
6. Dream State stack.
7. Question asking them how do you solve this
8. List out some options that are not worth it.
9. Show the product as the means to take them to the solution.
10. Scarcity play (limit to x people because of X reason)
11. Free trial to boost trust.

I need to look at this from the long form sales outline.

Understanding the different sub segments in your audience

The people in an audience have common problems.

Some care more about XYZ and some care more about ABC.

But they both have the problems XYZ, ABC.

What I can do when reaching out to B2B, is target 1 problem in the first email. Second problem in first follow up, third problem in second follow up, etc.

To find which one most people care for, I just need to send outreaches targeting each problem at a time and see which one got the best results.

Understanding “tactical desires” and finding your USP

B2B business owners have a lot of desires and problems but they mostly care about tactical ones.

So it's crucial to find a good USP.

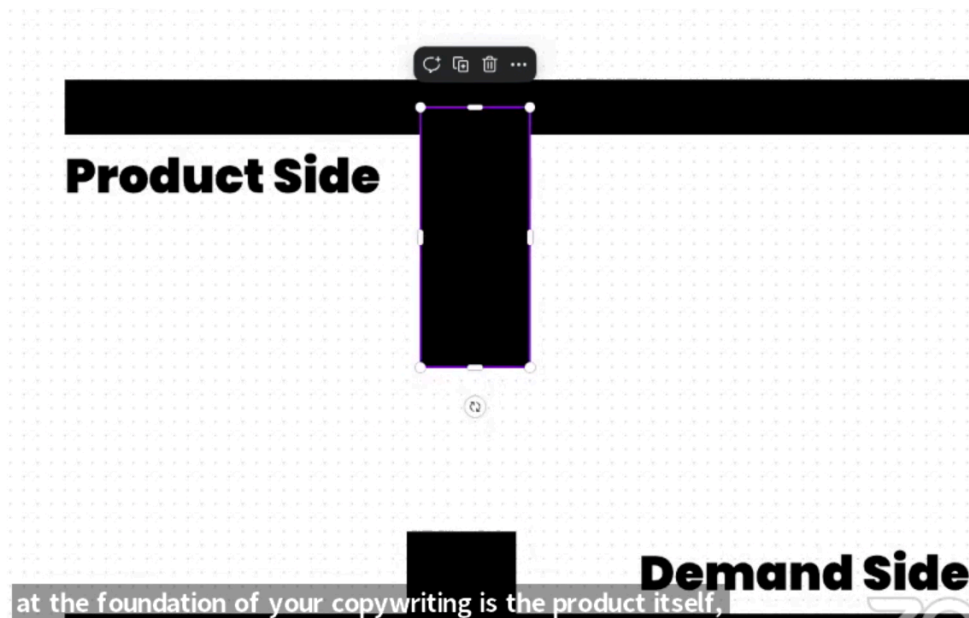
To find it, look at the advantages you have over the other businesses in the market.

It's good to ask your client about his advantages.

Verifying Product Market Fit (Diagram)

I need to match the product side with the demand side.

To see if a product or potential product has demand, you can go through the run ads, make money testing phase.



You can create a product and make it reach the other way, but you only make big money if you connect them in 1 line.

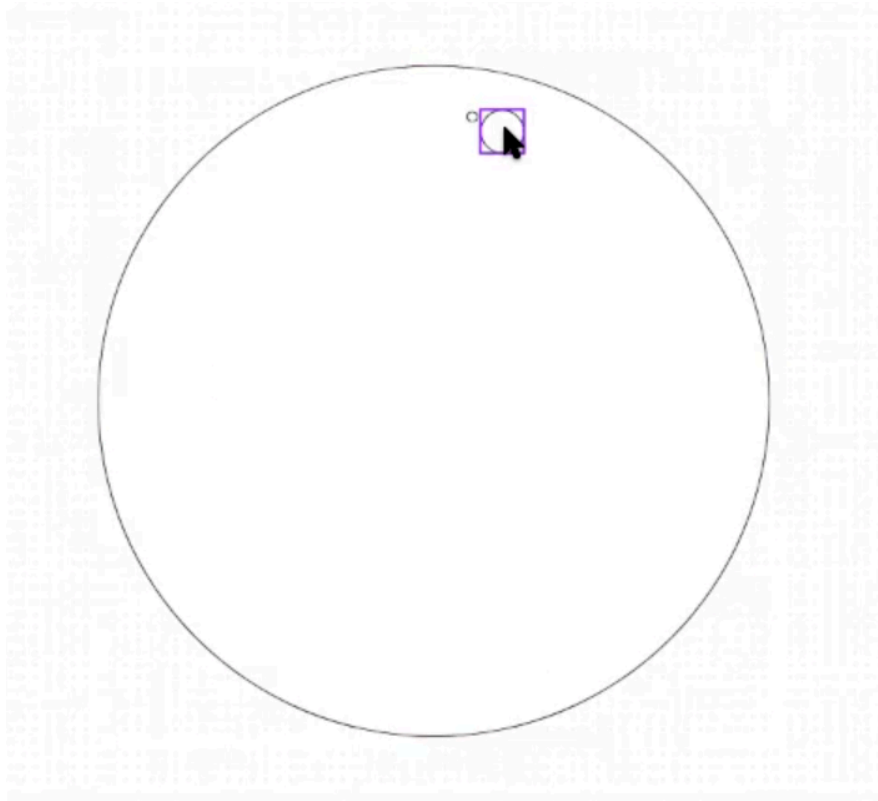
Understanding total addressable market and how to target them (diagram)

You can't magically reach a super specific audience with FB Ads.

And trying it isn't worth it. You're going to waste a lot of money.

Better to flip the equation and have them search for you.

Go for SEO and Google Ads in this case.



Picking the right market to target

If you're targeting way too many different audiences using FB ads, it's better to pick the one who is the most popular.

Identify and demolish their biggest objections

After writing copy, ask yourself:

"What objection might they have here?"

And after identifying it, *"How can I demolish it?"*