

What is this?

Description Copy for a book I'm selling for a Client.
The book is called "The Art of a Mental Breakthrough."

It basically brings the reader's awareness to what the root cause of their problems are and gives them the tools to combat it with practical knowledge.

Who am I talking to?

A 24 year old Female named Emily.

She goes through life like 'a feather in the wind' and has absolutely no direction.

She feels lost and has a powerful emotion of hopelessness burning in her soul.

Emily experiences extremely frequent and unpredictable anxiety attacks. Her anxiety is a major driving factor in her pain, because it contributes to her feeling of not 'fitting in' and being a 'lost soul'.

Emily hates traditional approaches that she's familiar with like "Therapy" and "medication" for a number of reasons.

1. 300+ hours. Minimal Results. A lot of money Wasted.
2. Medication. Shit side-effects that make the anxiety worse.

Because of her anxiety, she experiences chest, knees, shoulder and chronic back pains. Putting strong physiological pain into her daily life.

This limits her beliefs in herself and her hope to live her life the way she wants to.

Current pain State - Where are they right now?

- What keeps them up at night?

Her anxiety, panic attacks, her physiological pains and the fear of what happens in her future.

- What are they afraid of?

She is afraid of what happens in her future because her mind is always resorting to the worst case scenario day in and day out.

- What are they Angry about?

She's angry at the traditional solutions put in place because it only makes her problems, fears and stress worse.

- What are their top daily frustrations?

Her anxiety causes a lot of physical pains all over her body. The anxiety makes them fidget, go to the gym or any other form of distraction.

It does not work and they're extremely frustrated of their powerlessness.

- What are they embarrassed about?

They're embarrassed about going to a doctor or asking for advice from people they know. There is a strong fear of being judged and embarrassed because of their suffering.

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

They don't know what to do or how to "make it go away".

They can't live their life the way they want to because of the physiological symptoms they're experiencing

Dream State - Where do they want to go?

They want a life where they have no anxiety, have peace and know what's going on in their life, have no stress of the 'unknown' that keeps them at the edge of life.

They want to be physically capable of living the life they want to and not overthink about the worst case scenarios that always put mental barriers on them.

Who do they want to Impress?

They want to show people they have their 'shit together' so they can be judged in a positive way.

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

They will feel like their life has direction and they have control over the direction.

They wouldn't have to worry about when their next anxiety and panic attack will be.

They would feel hopeful and have no fear of what comes next in life.

What do they secretly desire most?

They secretly desire being 'judged in a good way' and have people envy their current state.

What actions do I want them to take at the end of my Copy?

I want them to BUY the book.

What must they experience inside of my Copy to go from where they are now to taking the action I want them to take?

I need them to believe that they *can* make the change happen.

To believe they have hope.

To believe they have the ability.

And will now get the tools they'll use to get to their dream state once they buy.

Another thing could be that (since other traditional solutions are complex) stage your solution (the book) as a simple, easy, fast way to overcome these struggles

Roadblocks & Solution

- Roadblocks:
 - Lack of self-belief
 - They have no hope and practice major doubts about ever changing their current state.
- Solution:
 - Get Equipped with mental tools and beliefs they can use to overcome...
 - Self doubt
 - Lack of self belief
 - Lack of hope for their dream-state (this is where the simplicity and ease should be framed)

My Analysis

I'm positive that the persuasion and effects I'm trying to create will get my reader to buy the book when it connects.

What do I think the problem is?

Firstly, I worry that my Copy won't get the message that I'm trying to send here through.

Secondly, It feels like I'm not using the right words and phrasing to get the message through effectively.

I tried changing some phrases here and there, to make sure it doesn't mess up the flow and make it complicated.

Probably used 4 - 5 different phrases for almost all my headlines, none of them feel like they're 'on the dot' for my Message and goal.

Copy:

There's a Secret to Controlling your Mind and *Creating Peace* in your life.

Your anxiety and panic attacks are the biggest causes of your *stress*.

Don't get stuck feeling like you have no control over your life.

Understand your patterns and counter them as soon as they trigger.

The fastest way that you **Can Live Your Life**. Without worrying. Without pain.

You have **full control** by using what I call...

Self-Mastery, the New Mindset Shift that gives you the High-ground over your mind to break free from Anxiety!

Some things people commonly say to themselves are...

"I can't live my life the way I want to because of my physical symptoms. My anxiety is keeping me from experiencing my life!"

"God I'm scared. I don't know what's going on anymore. I need help. I want peace."

Stop this thinking!

Seriously, I get you...

The best way to overcome this is using **'The Art of a Mental Breakthrough'**

You'll learn **the main cause** of your exhausting situation.

You will easily identify what you're doing wrong and *quickly learn how to fix it*.

This book uses the strategy of *Self-Mastery* to get rid of feeling 'out of whack' from endless *anxiety and unforeseen panic attacks*.

Doubting yourself is making you lose some serious self-belief.

Hear it from Albert Wille and why he's created this Mindset...

Known as Albert William Wille, he grew up in a small town in *South Africa*.

He has always been *passionate about understanding how uniquely people think and feel*.

Albert followed his **passion and made this very clear to himself...**

'I need to save people from this hopeless nightmare!'

To further reach and pull people out of the darkness, he studied for his *BSc Hons in Science for Psychology*.

Albert has dedicated his life to help turn *people's lives from "lost" into "purposefully found"*.

He's helped countless people and it never even mattered how **unique** their situations were.

You dream of living an anxiety free life and being able to conquer your hopelessness.

To wake up in the morning with *fresh excitement* to reach for the sky with a smile.

“Where your mind goes, your life follows.” – Albert William Wille

He taught them to live and lead through life with this *unique mindset*.

BUY THIS – With real direction for what you can do right now!