

## **Kyle's email landing page mission**

WARNING! it's not for people who just want to learn for fun

if you are this kind of person I suggest you go back and not see the secret of the copywriting pyramid because it's not for you

but if you are willing to take this serious then you have come to the right place

because what you will learn when we send you the secret pdf is

- what mistakes copywriters do

- the basics of sales letters

- the copywriting pyramid method

and if you don't know who I am,

I'm Kyle I have been in this business for  
years and helped a couple of  
businesses grow by doing copywriting

so if you want to learn copywriting the  
best thing you can do right now is to  
claim the FREE pdf to learn the basic

so are you ready to learn?

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| name:  |
| gmail: |

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## **market research:**

name: Bob

gender: male

age:20

## **pains and desire**

Bob is afraid of failing he is afraid to start copywriting because he is afraid that he will be bad at it.

Bob is angry that he doesn't have enough information to be a good copywriter.

Bob is frustrated that he can't make it as a copywriter but on the other hand he sees that

people who try the copywriting path are indeed succeeding

## **dreams and desire**

Bob want to be a good copywriter who makes at least 10k a month

Bob wants to impress his family and friends for making it as a copywriter and actually be flex

Bob desires to be around the world eating at restaurants daily being able to pay for a date but most importantly feeling productive

## **value and believes**

Bob believes that he doesn't know how to because a good copywriter because he feels he doesn't have enough information and there is something that stop him from being a good copywriting

Bob tried to learn copywriting by implying other courses but they turned out to be a scam or it didn't fit to the the problem that he facing

Bob believes he can become a good copywriter by writing a lot in google docs and he believes that copywriting is a good path by seeing other people making money and trading a little bit of their time by this path