

Business Type:

Online self-development performance network

Business Objective:

Increase membership sign-ups (\$24/m) by driving qualified leads from Meta Ads to join the Skool community and converting them into paying members.

Funnel:

Meta Ads → Skool Community

MR:  THE WING MARKET RE

CUSTOMER PERSONA:  Customer Persona: Jack—The Frustrated Dreamer

WINNER'S WRITING PROCESS

Who am I talking to?

- **Avatar:**
 - **Age:** Men aged 18-30
 - **Income:** £20,000-£30,000/year
 - **Occupation:** Primarily customer service, retail, remote, or entry-level jobs
 - **Location:** UK
 - **Habits/Challenges:** Struggling with bad habits (drinking, drugs, gambling), feeling stuck in mediocrity, frustrated with a lack of motivation and direction in self-development, seeking accountability.
 - **Emotions:** embarrassment, self-doubt, and frustration from failed attempts to improve.
 - **Aspirations:**
 - Live a life full of **purpose and passion** with a clear vision for their future.
 - Achieve a **fit body**, a **disciplined mind**, and **financial stability**.
 - Be part of a **supportive brotherhood** that helps them consistently improve.
 - **Impress** themselves, their peers, family, and potential partners.
 - **Feel proud, confident, and unstoppable** while being admired by others.
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Where are they now?

- **What are they doing right now?**
Scrolling through Facebook or Instagram, coming across motivational content while feeling stuck.
 - **Market Awareness:**
Level 2 – They know they have a problem but are still searching for the right solution.
 - **Market Sophistication:**
Stage 5 – They've tried many solutions and are now sceptical, needing something different and proven.
 - **Painful current state:**
 - Stuck in bad habits and feeling a lack of motivation, discipline, and **direction in self-development** (don't know where to start or how to stay consistent).
 - Embarrassment over being behind peers.
 - Self-doubt and frustration from repeated failures.
 - **Dream state:**
 - Living with **purpose, passion**, and a clear vision.
 - Achieving a **fit body**, a **disciplined mind**, and **financial stability**.
 - Feeling **proud, confident**, and **in control**, admired and respected by others.
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Current levels:

1. **Is the value I'm going to get worth it?: 6**
 2. **Do I believe the idea will work?: 5**
 3. **Do I trust the company/person selling this product?: 5**
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What do I want them to do?

- **Join the Skool community** for the 7-day free trial by paying \$24 upfront.
 - Experience the **accountability brotherhood** firsthand.
 - If they're not satisfied within the 7 days, they can message **Jonathan Crawford** for a **full refund**.
-

What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

1. **See:**
 - Real testimonials and **success stories** from people like them.
 - Clear messaging about the **risk-free** trial and refund process.

- Proof this is **different**—focused on **accountability** and a **supportive brotherhood**.
 - 2. **Feel:**
 - Challenged by the **tough-love** approach, but **supported** by the community.
 - A sense of **urgency** before prices increase.
 - **Hopeful** that this is the solution they've been searching for.
 - 3. **Experience:**
 - **Trust** that there's **no risk** in trying the program.
 - A **personal connection** to Jonathan Crawford for direct support.
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1. Why should the reader stop what they're doing to read our copy or consume our content?

Your Input: We're resonating with their current situation or dream state.

Refined Answer:

- **You** are stuck. You feel like you're falling behind while others move forward. Right now, you're one decision away from changing that. We're not offering quick fixes or empty promises—we're speaking directly to the version of you that's ready to stop the excuses, take control, and start winning.
 - **This content is for you** if you're tired of mediocrity, sick of slipping back into bad habits, and ready for real change. You'll see yourself in the struggles we're addressing, but more importantly, you'll see the **path to the person you want to become**.
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2. What's in it for them?

Your Input: An opportunity to join a supportive community for 7 days to get a feel for what it's like to be part of a community of like-minded people.

Refined Answer:

- For the first time, you'll experience what it's like to have **real accountability**. Not just another course or quick solution, but a **brotherhood** that pushes you to level up every day.
 - You'll gain **exclusive access** to a **7-day trial**, where you can see for yourself how being part of a focused, small, and dedicated community feels. It's not just about motivation—this is about **getting real results** with daily support from men on the same path as you.
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3. Why should they take action now, instead of later?

Your Input: Prices will be going up soon, so they can try for 7 days today and lock in their membership for \$24/month or have to pay a dearer fee down the line.

Refined Answer:

- **This opportunity won't last.** The price you see today will go up, and once it's gone, you'll have to pay more for what you could have locked in now for just \$24/month.
 - **Why wait?** You can try The Wing **risk-free for 7 days**. If you're serious about getting your life together, you won't let this slip by. Time wasted is success delayed.
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4. Why should the reader buy our product, instead of buying our competitor's product or using a different solution altogether?

Your Input: Our community is all-inclusive, helping with accountability, mental health, fitness, nutrition, leadership, and personalised support, unlike larger, impersonal communities.

Refined Answer:

- In huge communities, your messages get lost. Here, you get real support and accountability across fitness, mindset, and leadership. You're not just a 'new sale'—you're part of a tight-knit network of men pushing each other to be 1% better every day.
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Ad copy 1(shortened):

👉 Lads in your 20s—if you've tried everything to quit drinking, drugs, or gambling but keep falling back...

Listen up—this message is for you.

We're The Wing, and over the last 3 months, we've helped hundreds of men like you finally put an end to their addictions for good...

Using a simple framework called the Addiction Rewire Process.

It's a proven framework that tackles addiction at the root level by reprogramming the way your mind reacts to those urges.

And it doesn't matter if:

- 🚫 You've sat through course after course with zero results...
- 🚫 You've convinced yourself you need the "perfect" plan to quit...
- 🚫 Or you're NOT some super-disciplined guy who can just "power through"...

Once you start following the Addiction Rewire Process, you'll notice how your mind naturally shuts down the urge to drink, do drugs, or gamble the second they pop up.

Even if you're having withdrawals or surrounded by friends trying to peer-pressure you.

So, you have two choices:

❌ Continue lying to yourself that you'll get serious next week and stop slipping back into habits that make you feel disgusted with yourself...

✅ Or, you can get serious now by joining The Wing today and get instant access to the Addiction Rewire Process that'll finally crush your addictions.

👋 Lads in your 20s—if you've tried hundreds of times to quit addictions like drinking, drugs, or gambling but failed...

Listen up—this message is for you.

We're The Wing, and over the last 3 months, we've helped hundreds of men like you put an end to their addictions for good...

Using a new framework called the Addiction Rewire Process.

The proven process works by reprogramming how you think and respond when the urge to drink, roll a joint, or place a bet kicks in.

And it doesn't matter if other courses failed you...

If you think you need the perfect plan to quit...

Or if you're NOT some super-disciplined guy...

Once you start using the Addiction Rewire Process, your mind will feel more in control...

And you'll notice yourself naturally shutting down the urge to drink, do drugs, or gamble as soon as they pop up.

Now, you have two choices:

✗ You can continue the cycle of slipping back into habits that make you feel disgusted with yourself...

✓ Or, you can join The Wing today and get instant access to the new Addiction Rewire Process that'll help you overcome habits you've tried to and failed before.

This isn't some recycled program or another cookie-cutter approach...

It's a scientifically-backed framework that tackles addiction at the root level by reprogramming the way your mind reacts to those urges.

And it doesn't matter if:

✗ You've sat through course after course with zero results...

✗ You've convinced yourself you need the "perfect" strategy...

✗ Or you're not some super-disciplined guy who can just "power through"...

The Addiction Rewire Process rewires your brain to naturally shut down urges the second they surface.

Even if you're surrounded by triggers or feeling at your weakest, it kicks in before the thought of using has a chance to take hold.

So, you have two choices:

✗ Keep running in circles—hoping this time you'll stick to it...

✓ Or join The Wing and get instant access to the Addiction Rewire Process that finally gets the job done.

<https://www.skool.com/the-wing-7314/about>



Will Pilbeam • Jun 29

I love the community feeling going on mate.. Its what social media should be, everyone supporting eachother and offering advice and help through posts and sharing knowledge. Loads more to come no doubt, i look forward to meeting the lads and creating more of a brotherhood 🙌



Bryce Maxwell • Jun 29

I've already seen a change in my mindset and I feel more confident about myself. I've only been a member for a short time and already feel welcomed by everyone. It's a place where you don't have to pretend to be someone else and nobody here is going to judge you for it. Instead they are there helping to raise you up to help you be a better you. And for that I'm 100% grateful 🙏🙌



**How Hundreds Of Men In
Their 20s Are Overcoming
Their Addictions Using A
Proven Rewire Process**



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**Announcing: How Hundreds
of Men in Their 20s Are
Silencing the Inner Voice
Urging Them to Drink,
Gamble, and Do Drugs**



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**The Breakthrough Rewire
Process Helping Men in Their
20s Conquer Addictions—
Even If They've Tried to Quit
and Failed Before**



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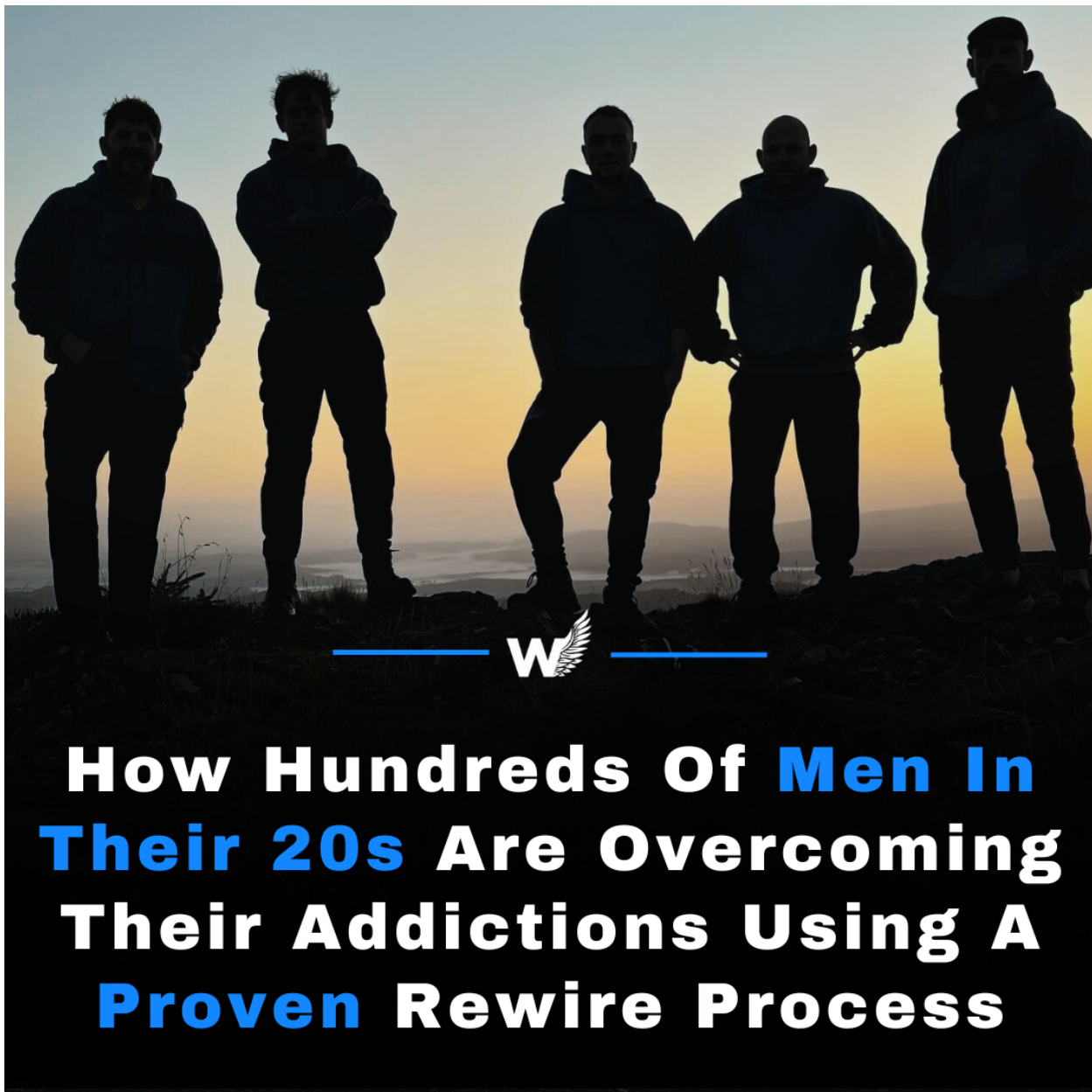


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**How Men in Their 20s Are
Rewiring Their Minds to
Beat Addictions for Good—
No Matter How Many Times
They've Relapsed**



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Their Addictions Using A
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