100 Push-Ups

Link to video:
https://rumble.com/v48irf6-100-push-ups.html

Who is reading the copy?

Undergraduate university students, men and women, between the ages of 18 and 25. They study at universities in the USA, Canada, Europe, and Hong Kong. But they all come from different countries all over the world.

Current State — Where are they now?

During the academic year, they're being bombarded with assignments from different courses that they have to complete within a certain deadline.

When several assignments stack up in their schedule, the students start to feel:

- stressed, overwhelmed, and anxious because they have so much work

- worried that they might not be able to complete all of them

- under constant pressure because the deadlines are tight

- afraid that they'll get a bad grade and this will negatively affect their GPA. They're afraid that if their GPA is too low, they might not meet the minimum requirements of the university. Or they might not get a job in the company where they dream of working.

- sad and depressed because they don't have enough time to hang out with friends or go do something fun.

- worried that they might fail the assignments, which would disappoint their parents who have already paid so much money for their education.

Usually, this is the process these students go through:

1. They know they have an assignment, and the deadline is after one month, for example.

2. They procrastinate (or make very little progress) for the first three weeks.

3. When the deadline approaches, they panic and finally start working on their assignment.

4. And even though they still tend to procrastinate (playing video games; scrolling on social media; hanging out with friends; laying in bed taking naps), now they're more likely to actually sit down and work on their assignment.

5. Several days before the deadline, they tend to stay up until late at night, sacrificing sleep in order to work on their assignment.

These students usually go through life complaining about how much work they have to do, how stressed they are, etc.

At the end of the copy, what is the objective? What actions do I want them to take?

Click the link in the CTA, which would take them to the website of my client's business — it's about helping university students with their assignments. (Basically, students send their assignment and a writer completes it for them.)

Dream State

- Their workload is under control.

- They don't have any homework or assignments to constantly worry about

- They can scroll on their phone for hours, without feeling deep down that they should be writing assignments instead.

- They have more time to hang out with friends.

- They don't think about studying at all.

- They feel happy. Life is easy and enjoyable.

What are the steps they need to go take to go from where they're at now to where I want them to go?

I want to:

- connect with the reader's pains/desires.

- provide social proof (by saying that several thousand students have already taken advantage of the solution)

- demolish potential objections. For example:

  - "I'm not a good writer."
  - "My assignment is very urgent."
  - "You probably can't help me with an assignment for this particular subject that I study."
  - "What you're offering is a scam."

Additional things to consider:

- I'm talking to people whose attention spans are ultra-low.

- The message will be sent in groups with university students. And lots of students don't even bother reading the messages in those groups. They often just look at the notification (showing just the beginning of the message where the Subject Line is) and decide whether to open the chat or not.

- I need to communicate that there's no scam involved because from time to time students get messages promoting similar services. And all of these messages sound salesy and scammy, and that's why students don't trust them and they don't even read them.

Roadblocks

Roadblocks that are preventing the reader from experiencing their Dream State:

- laziness
- lack of discipline
- procrastination
- avoiding the work
- they don't know exactly how to write an excellent assignment
- they're not good writers

Solution Mechanism

They are able to easily write an excellent assignment that gets them the high grades they want. They can do it in a short amount of time — they needn't spend entire weeks trying to write their assignment.

Product

The product I'm offering won't help them become disciplined and hardworking so they finally sit down to write their assignment.

Instead, the product will provide them with someone — an experienced writer — who will write an excellent assignment for them.

How can the student take advantage of the solution with the product:

First, the student submits the details about the assignment — these are the instructions given by the Professor. They mention the subject, topic, the deadline.

Then an experienced writer completes it for them.

Therefore, the product offers a quick and easy shortcut to the reader's Dream State (but only temporarily until the next semester rolls over).

Value ladder

The first step is reading a DM message in a WhatsApp group these students participate in — this is the copy that I'm sending.

After they read the copy and click the CTA, they're taken to the website. (There's no Lead Magnet there.)

On the website, there's only one thing they can purchase — the low-ticket product — paying for an experienced writer to complete their assignment. It can cost from $10 to $100, depending on the length, type, and deadline of the assignment.

The value equation element

I'm not sure what I should write here, but I'll explain the following:

Dream Outcome:

- no stress, no anxiety, no worry
- more free time
- high grades
- proud parents

Likelihood:

- After they pay for the service, in most of the cases the grade they'll get for that assignment is A, but sometimes it can be B. However, my client is not comfortable with making a guarantee of this sort: "We'll give you your money back if you don't get an A".

Effort and Sacrifice:

- After they purchase the service, all they have to do is share what the requirements for their assignment are. Then they have to wait until the writer completes it.

Time:

- If the assignment of the student has an urgent deadline (for example tomorrow), then the price will increase. And of course, it will be completed on time.

- If the deadline is after 30 days, then it might be completed in 5 days, or 10 days, or something else — it depends on the current workload of the writers.

Level of awareness and sophistication

The students have received similar messages before offering someone to complete their assignment. But since those messages usually sound very scammy and salesy, students don't pay attention to them.

Most students have heard about this type of service, but they haven't really looked into it. They don't think it's safe. They think it's easy for someone to scam them.

What are they thinking?

A reason why they avoid this type of service is because of their conscience — it tells them that it's morally wrong to pay for such a service because they're basically paying for someone to do the hard work for them (while they still pay to go to university to receive that work).

Where are they in a funnel?

In the very beginning. They receive a WhatsApp message (the copy that I'm sending) in a university group they participate in with other students. They click the CTA, land on the website, where they can purchase the service (that's the only offer).

Where are they emotionally and physically?

As the semester progresses, they are receiving more and more assignments from Professors that they have to complete. This increases their stress levels.

They are going from class to class, from lecture to lecture. Between lectures, they go to eat something (in order to calm themselves down and to distract themselves from the stress).

They're constantly scrolling on Social Media and chatting with friends.

My best personal analysis of my copy's weakness and how I think I should improve it

My analysis of my copy's weaknesses is included as comments to the relevant parts.

Have I tested the copy?

No.

Copy

After sending a previous draft of this copy for review, one of the captains directed me to watch the Module 6 and 7 lessons, and to implement them in the copy.

Here is what I wrote:

Version 1

How to [sky🚀] your GPA this semester!

No matter your major, there's a simple way to write Jaw-Dropping Assignments with bare minimum effort.

"But I'm not a good writer…" — you doubt yourself.

Well, 5,261 students before you thought the same… until they discovered _____.

Suddenly, they unlocked the ability to **blast through their challenging assignments**.

(Reagardless of subject. Even if the deadline was tomorrow. ⏳)

If you're ready to write STANDOUT assignments that leave your Professors with a wide-open mouth… and boost your GPA as a result… click the link below:

https://www.assignexperts.co/

I sent it to 3 TRW students. The feedback wasn't positive. The problems they outlined were:
- it sounds salesy
- some sentences are complicated and confusing
- it lacks specificity
- I'm not using words that they'll relate to
- I'm focusing on the desires. But one of the students told me it's way better to focus on the pains, especially since I'm talking to students.

I've mentioned the feedback I got from these 3 TRW students as comments to the copy above.

After I heard this feedback, I decided to write something way more simple — in terms of content, structure, language.

This is what I wrote:

Version 2

Struggling with a challenging assignment?

There's a simple way to get an Excellent grade on ANY assignment.

And NO, it's not ChatGPT.

It's something that helped 5,341 students ace their assignments with ease.

While saving them many sleepless nights of studying.

Click here to write an impressive assignment with minimal effort:

https://www.assignexperts.co/

Finally, after going through the lesson in the bootcamp about how to write DIC copy and studying the example DIC Short Form Copy given by Professor Andrew, I added additional elements to that last version of the copy.

I hope that these added elements actually make it better.

Here it is:

Version 3

Struggling with an assignment?✍️

There's a simple way to get an excellent grade on ANY assignment.

And NO, it's not ChatGPT.

This online resource helped 5,341 students ace their challenging assignments with ease.

All your Professors have seen it… But they keep quiet because it feels like a university "hack".🤫

Click here if you want to write an impressive assignment — at least a hundred times more authentic than anything ChatGPT can come up with — with minimal effort:

Click here if you want to put in the bare minimum effort… And still write an impressive assignment — better than anything ChatGPT can come up with.

https://www.assignexperts.co/

I think the first three lines of the copy are relatively simple. So I'd think there's nothing wrong with them.

But the lines after that are where I tried to include some more interesting persuasion tactics:

- giving away a bit more of the product — "online resource"
- providing credibility — "5,341 students"
- building intrigue — the Professors know about it but they hide it.

On paper, including these persuasion tactics seems like a good idea. But what I don't know is whether I've incorporated these tactics in an effective way (with effective examples that don't sound weird and that are easy to understand).

Lesson Learned

Revealing the mechanism should be like a group of friends getting together and gossiping about the mechanism.

One says one detail.
The other one adds more information.
Until all the details have been shared.
Now everyone knows exactly what they should do to get the Dream Outcome they want.
But it might take them quite a lot of time and effort, and they might mess something up in the process.
So another guy joins the group and tells them about this new way to follow those principles they just talked about and get the Dream Outcome easier, and faster.

Example of the conversation between friends gossiping:

— "Bro yesterday I was thinking how Tate became so successful. I think it's because he trained every day in the gym."

— "Yeah, but while in the gym, he was drinking this protein shake."

— "And I heard he was doing loads of push-ups."

—- "Guys. It's not just about the training. I heard that he was working on his laptop for 16 hours a day."

—- "That's true. But did you know that every 20 minutes he was taking a break so his eyes could rest?"

… <sharing of more details that create the mechanism to go from Current State to Dream State> …

Mechanism:
— "Okay guys. I think now we know every single thing that Tate did to become successful."

Implementing the Mechanism on your own, with Value Equation elements:
— "Yes. If we follow them on our own, it'll take us about 15 years to get to where he is now. But it's very likely that we won't make it happen. We'll have to sacrifice a lot of time with family and friends to have even the slightest chance to get there."

Product connects to the mechanism, with Value Equation elements:
— "Yeah, it'll be very hard. So why don't we get into TRW where they will show us exactly how to get there faster. And they'll keep us accountable, so it's less likely that we'll fail. If we join TRW it won't take us 15 years, butaround 5. And we'll still have free time to enjoy life."

Decision to use the Product as the vehicle to get to their Dream State.
— "Sounds worth it. Let's join TRW."