*Value = (Dream Outcome * Perceived Likelihood) / (Effort * Sacrifice * Time Delay)*

Analysis

Attention

GOOD at getting attention. SEO can be improved to bring her website to the top of pages when looking for anything regarding my client.

1. Organic SM Content
2. 12.4k followers. ✅
3. Seo ranking ❌
    1. IG is on first page, ranked 3 (shop post) or 5
    2. Shop is not
4. Trendy, SM buzz? ✅
    1. Yes, and good engagement especially for clothes.

Monetization

1. **Value ladder**
    1. Lead magnet ❌
    2. Low-ticket Products ✅
    3. Mid-ticket Products ✅
    4. High-ticket Products ✅
    5. Subscription-based ❌
    6. Is one product weaker? ❌

- - ■ Yes. Patterns and specific High TP
    7. Do they rely on time, or can they be scaled
        - ■ Both.
            1. Apparel rely on time
            2. Videos and patterns can be scaled
    8. Upsales, downsales, cross sales built into their funnels? ❌
    9. Are they nurturing their existing customers? ❌
2. **Copywriting Quality**
    1. How well does copy utilize main emotional drivers?
        - ■ On her IG, very well ✅
        - ■ On website, there is no copy ❌
    2. Accurately matched sophistication and awareness?
        - ■ There is no copy on the website. There is not enough information to increase the certainty level that patterns will solve their problems ❌
        - ■ The pictures for her clothing are effective. It raises desire level. Certainty level that it will look good. Trust in my client, and her beauty. ✅
            1. Establishes authority because she's done it herself. Looking good in her clothes. Artists for a long time.
            2. Love in her life. She's doing great in terms of trust.
        - ■ Is it confusing, boring, or ugly? ✅ (no)
        - ■ Any noticeable opportunities to use other CW tactics to increase % of engagement and purchase?
            1. Sensory language and Future proofing
                1. For both patterns and clothing
                2. "This could be you…, imagine how beautiful YOU would look"
            2. Specificity and fascinations in clothings
            3. **Connect to value equation**
            4. CTA is "add to cart"
            5. Leverage scarcity for clothes **(only one of each)**
            6. Leverage previous commitments
                1. "If you've ever wanted to become a better at crochet"
            7. Show them how quickly they will get their desired results (both in patterns and clothes)

8. Reduce effort and sacrifice
    1. Walk them through how easy it is to start getting dream result
    2. Minimize effort and sacrifice (from buying patterns)
    3. How easily, simple, and effortless it is to get started.
    4. Right before CTA (add to cart)
9. Price anchoring
10. Handhold close
    1. Step-by-step what's going to happen.
    2. Exactly what they need to do to maximize benefits of (action[add to cart])
    3. Helps get rid of inaction from fear of not what's going to happen.

Strengths

- She is great at grabbing organic attention
- She can easily trend
- She has all three: low-ticket, mid, and high
- She creates content that is extremely attractive to her audience
- She has gained a strong trust from her followers
- She has naturally established authority as someone who has done it for herself. She looks good in the clothes she makes, and she's been doing it for a good time
- She isn't afraid to express herself.

Weaknesses

By order of importance

1. The purchase experience should be more engaging
    1. The copy should speak to reader's pains and desires
    2. Upsales, downsales, and cross sales should be used to decrease the perceived costs of buying and increase lifetime value
2. Not nurturing existing customers

1. Establishing a connection and continuous value trades to existing customers
2. Building a relationship with them, staying infront of them through other media besides Instagram or Tiktok
3. Keep in contact for sales and drops ("let me know when its back in stock"

3. Her website should gain her new customers
   1. It should include a lead magnet
4. She can include subscription-based options to continuously provide value to existing customers
   1. Ex: *"patterns every month to increase your skill and create beautiful and personal works of art"*
   2. Can be considered after more patterns are released (3 or 5)
5. The strength of products like the pattern or high-ticket clothes can be increased
   1. Her SEO can be improved to better establish the brand of my client, making her the first result on google

Genius Solutions

First valuable thing I can do: Increase her clothes sales

1. Write down solutions for the question: How to increase clothing sales, what copy can I write to achieve that objective
   1. Rate solutions on 1-4
- Choose 3's and 4's
  1. 4
     1. Description for each tailored to desires
        1. Market's desire for simplicity, ease.
        2. "Keep for yourself or give to a loved one"
     2. Add opt-in, weekly mention of drops, discounts
     3. 40 fascinations to use my client, to be used throughout website
        1. "what do you think about…"
     4. In promo video, say "I didn't really want to sell these, but I would love to see…"
        1. (include fascinations, when mentioning to my client)

5. Show all soldout items as grayed out
6. A gallery of each item, with a fascination under each. Short description of what inspired it, or what someone said when she wore it.
2. 3
   1. List for higher price, mention discount week or two later
   2. Convince people to come to vending through newsletter, showcasing the beautiful designs she's bringing
1. Identify standalone and that which can be made into a plan

Standalone Improvements - present 2 options to my client as things she could potentially do to sell quicker

1. Show all soldout items on her website as grayed out
2. A gallery for the items, a fascination under each. Fascination under or something she remembers someone complimenting about it, as thank you for those people
3. Including that she doesn't like selling her clothes, but…
4. Let them know the truth. Every single item is completely unique, and none of them are like the other. Sometimes, she only makes something once.
   1. What this says is "wait, this is a once in a lifetime opportunity to get something I think looks amazing. I'm not passing that up"

Overarching Obj - Get better at monetizing attention. Pull lever of getting more customers and providing value to current customers

The Plan

1. Add opt-in through lead funnel, to email them about drops and any discounts.
2. Add sales funnels to products to increase pains/desires and certainty.
3. Add upsales, downsales, cross sales (future)

- To provide for existing customers, you need to consistently give value, and build a relationship. The most effective way to do that is through getting their contact
    - Because existing customers that feel you are always giving value are the ones most likely to want to buy your bigger products
- To get more customers, you need attention. She has attention, but to retain them you need their contact info. The most effective way is through getting their contact

These two options open up a world of possibility when it comes to spreading the brand:

- It'll genuinely be easier to reach them. They're not always on instagram, so it's another way to make them know that you personally are speaking them
- Have conversations with your audience. It's a simple way to share your mindset, and you can even leave it open to responses from them. I think it's the perfect way to spread connection in this community you're creating.
- Adding any updates, corresponding with Instagram
- The best part is, I will create drafts for you. Improve on them and you say "yeah I love it, send it"
- You can send newsletters to constantly be in front of them, have them constantly thinking about that new shirt you released and how badly they want it.