

Full WWP Walkthrough

- Make sure you know who you're talking to. What type of customer, demographic, etc. If they're previous customers, why did they quit? Dream state, current state, previous experiences, etc. Solve all unknowns that come up in this. NO ASSUMPTIONS. To answer the WWP questions correctly, you need to ensure you COMPLETELY UNDERSTAND your client's business and their product.
- Always ask 'What's in it for me?' from the perspective of the customer. Not just what the business owner thinks.
- Put the roadblock, mechanism, and solution in the 'Where are they now?' section to help you understand & connect with their current & dream state better.
- Your awareness and sophistication level changes through the funnel. If you're selling a click or email sign up, they'll be at a lower/different level to when you're selling the actual product further down the line.
- Find creative ways to position the mechanism or product as better. Identify weak points with other's products/mechanisms and flip it. Budget -> fast & higher-quality. Supermassive corporation with tonnes of experience -> custom, tailored care.
- It's harder to get back low trust previous customers than to go after new or already high-trust customers. It's low ROI. This means in 99% of cases, you're better off focusing on high-trust customers than trying to win back low-trust ones (whom you're better off ignoring)
- Logically, what do you want them to do? For WWP Q3.
- WWP Q4 is where a rough outline of the copy will go.

Use AI to write effective copy walkthrough

- Make the prompts more conversational. Instead of just telling it what to do, ask it first what information it needs from you to make it as eg: engaging & effective as possible. Then go through the question it gives you, answer them, and send it back.
- Ask the AI to generate eg: 3 variations. Then you can pick the best one as a first draft, or ask it to improve on your chosen variation by doing [x] and changing [y].

Matching every part of your copy to the customer's internal self-dialogue

- You need to intrinsically link your product (what you think) to the customer's demand (what they think). They need to match up within your customer's mind.
- The key to understanding is to focus on what they'll think in their mind as they read the copy, rather than what you think they'll think. This is important when creating a framework, planning, doing research, and literally everywhere else too. You mustn't assume - you need to base this in cold, hard facts.
- Think: "When the customer is waiting for the page to load or reading it, what are the main questions in their mind?"

How to Answer 'What's in it for me?'

- The overarching goal of your copy is to move the reader from where they are now to where you want them to be.
- Usually, the very first thing you need to do is connect to how they're feeling right here, right now, as they're reading. Start with them and answer 'What's in it for me?' Make it SPECIFIC, NOT VAGUE. Link with higher order desires/needs.
- You can't just assume pain is better than desire at the beginning of the copy or vice versa. It's different for every person and market. Don't be naive, pay attention to it.
- Ensure you know everything about their dream state & current state in order to do this best. In depth market research is the absolute KEY.