

who am i talking to?

men and woman that are struggling in the copywriting industry.
ages of 18 to 40.

where are they in the world?

60% in south america and in the united states of america

painful current state.

- what are they afraid of?
That they need to build up confidence and get over thinking negatively,
It holds them back so much.
They are afraid of rejection and not knowing what to do when they get a client.
- What are they angry about?
Of not finding answers they need when they buy a book.
- what are the're top daily frustrations?
Of outlining BASIC marketing theory and Not one actual example of a completed marketing plan.
High hopes and disappointment.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
"I'm also in my journey to become a copywriter but I'm scared that as AI advances I will be left with a useless skill within 2-3 years"
that the're confused of what to do next.

Desirable Dream State.

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look and feel like?
it would feel like they're on top of the world and be a 10k/month copywriter.
- Who do they want to impress?
their friends and family
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
To change their parents life, pay all their debts and make them happy because they owe them a lot, become the best in their family, travel the world and live the luxury life.

values and beliefs.

- what do they currently believe is true about themselves and the problems they face?
that they did not do enough research on what copywriting actually is, how it works and how people are thinking.

And they believe the problems they face are that they're making bad decisions and not taking in the right information.

- who do they blame for their current problems and frustrations?
mostly blame their selves.
- have they tried to solve the problem before and failed? why do they think they failed in the past?
They don't have training or a system for landing clients, or they have training but are afraid of failure, they have tried many other books but didn't get the answers they were looking for
- awareness?
They are aware that they need to build up confidence and be able to accept failure to become better and succesful at copywriting
not solution aware.
- sophistication?
They have tried and read a lot of different books in the past, kind of understand the details and science.

landing page

WHY 90% OF COPYWRITERS FAIL, ... here's why you don't have to.

Discover the missing link in copywriting mastery!

- Crack the code to irresistible copywriting.
- Turn doubts into confidence, fears into triumphs.
- master the art of persuasion, sell effortlessly.
- Land high - paying clients and live your dream life.

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