

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Dropshipping Mentorship

Business Objective: Convert that attention to money

Funnel: Backend Email Newsletter Funnel

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Poor/Broke teenagers
- b. They want to be rich and successful

2. Where are they now?

- a. In their Mail Inbox
- b. Current levels
 - i. Attention - 9/10
 - ii. Desire - 9/10 they have pretty big desire because they're mind blown by "social proof"
 - iii. Belief in the idea - 9/10 because of the overwhelming amount of "social proof"

- iv. Trust in company - 8/10 “social proof” also helped for the trust in the company
- c. Current state
 - i. Poor/Broke
 - ii. Sad
 - iii. Frustration
- d. Dream state
 - i. Rich and successful
 - ii. Happy
 - iii. Confident

3. What do I want them to do?

- a. Read email to the end
- b. Click “**the apply to join the program here**” with a high intention

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

- a. Read my email to the end
 - i. They all make 5 figures/month
 - 1. A catchy theme to increasing the belief in the idea
 - ii. I recorded case studies with around 100 students of mine
 - 1. Highlighting the number of students to increase trust in the company
 - iii. All of them can say:

Michael Bernstein helped me get to 5 figures per month in profit”
Today, these people are making anywhere from \$10k per month to 7 figures per year.

 - 1. Directly telling about happy customers to increase the belief in the idea will work
 - iv. No one else in the dropshipping space can say that
 - 1. Praising the product/solution to increase belief in the idea will work
 - v. You can see the video case studies on my channel

That’s people who:

- got on camera (so they’re actually real people)
- logged into their stores (so they are currently doing dropshipping)
- refreshed their Shopify dashboard (so they are actually getting sales & it’s not a fake screenshot)

You can clearly see that my students are making money
And since they’re doing organic, they all have about a 50% profit margin

The money doesn't instantly go back into ads—they just have it in their bank account

1. Directing to the “social proof” videos to back up the statement while increasing desire and belief in the idea
- b. Click **“the apply to join the program here”** with a high intention
 - i. My program isn't easy
You definitely have to put a **LOT** of work in...
But it's certainly the absolute best way to make 6-7 figures from dropshipping

[the apply to join the program here](#)

1. Setting realistic expectations to increase desire and then offering the program

DRAFT

All of them make 5 figures/month... Входящие x

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КОМУ: МНЕ ▾

I have case studies with more than my 100 students

*Akobir Khamidov helped me reach around 5 figures every month per **profit***

Currently, they are making at least \$10K per month, up to 7 figures per year

No other company in the field of dropshipping has these results

There are video case studies on my channel

There are people who:

- Shot in the video (then, they're literally real people)
- Showed their stores (then, they're still doing dropshipping)
- Refreshed their Shopify dashboard (then, they're actually getting sales & it's not a fake screenshot)

It is evident that my students are actually making money

And the reason they're doing organic, they all have around 50% profit margins

The money doesn't instantly go back into ads – they just have it in their bank account

My program is not a game

You will need to definitely put a **LOT** of stuff in...

But it's certainly the absolute best way to earn 6-7 figures from dropshipping

[>> Apply to join my program here](#)
