

Hey, capitan Jason Krul,

You told me that my main issue in copy was research and forgetting to talk about outcomes.

I have watched the video you gave me about the Pillow Cube ↓
<https://youtu.be/e2LaVvocJLM?si=3lui47jk-c8nN3OL>

Here are my answers on 3 questions on how did they:

1. Introduce the main problem/roadblock

- Visual, they included sounds
- They showed the real example
- Explained why none of the previous things people tried didn't work

2. Present the solution

- Like the medicine that's gonna cure the all those problems
- It has deeper purpose why it is the way it is
- Multiple problems solution

3. Talk in outcomes

- Like there are no limitations
- They give you image yourself using it
- Giving you all needed informations

Here are my personal analysis on how can I implement it in my copy

I might target problems to the audie in single line for title. Then immediately give a solution (Phone number) for people who will act fast. Then connect them a bit more with the product and company, what they get as the solution for those problems, use very clean outcomes and don` t complicate it. Include status as outcome

as well. Lastly include the different possibilities about the product and Call to action again.