

Unlisted rumble video: <https://rumble.com/v5a5wos-copy-aikido-pushups.html>

Business Type: tax service

What is the business objective I want to achieve?

- Drive traffic to my website

Funnel: Seo blog post

Who am I talking to?

People who want to know how to pay less taxes

Where are they now

Where are they in my funnel: Searching how to pay less taxes on my Landscaping business

Current levels:

Current painful state

- I searched through several Amazon book reviews for a book that would break down tax deductions in a way that was comprehensive and easily
-

Desirable dream state

- my company grew from 15 to over 200 people and with millions in profit. They have proactively identified strategies to save us considerably in tax

Roadblocks/problem

- “we weren’t sure how to deal with first-year expenses on our taxes.”
- “Dimov Tax has been handling our personal and business taxes for the past several years. They also handle our bookkeeping and payroll work. They are amazing! We would be lost without them”

Solutions/mechanisms

- He could use an online website for tax filing to figure out how to lower his taxable income and lower his taxable income himself
- I find it so complicated to keep up that I use a CPA to do my taxes.
- I searched through several Amazon book reviews for a book that would break down tax deductions in a way that was comprehensive and easily understandable
- They can possibly look at brand influencers

Product

- He partners with my client so my client lowers his taxes for him

pain/desire- 8/10, josh is actively looking for a solution to pay less taxes

Belief in idea- 9/10, josh know that if they pay less taxes he will have more money

Trust- 0/10 - Josh has never heard of my client's business before

Market awareness

Level 3:

- Josh knows that there are online websites to that he could use to lower his taxable income
- Josh knows there are tax prepares who can lower his income
- Josh knows he can read books to figure out how to how to lower his taxes
- Josh also knows he can grab sources of information from influencers that have the same problem

Map out level 3 to level 4

- My target market searches: How to reduce my taxes?
- My seo blog post: How Landscapers can ____ (I'll figure this out when I have the market sophistication down)
- They read the blog post and want to click the link below that leads to my landing page

I should: Call out the known solution then offer my product as best form of solution

Market sophistication

- Level 5
- Best CPA for Startups | Startup CPA Services
- Local CPAs | Small Business CPAs
- Texas Small Business CPAs | CPA Firm Dallas
- Small Business Taxes Demystified
- Every Landlord's Tax Deduction Guide

I should: niche down

What do I want them to do?

- click on my headline on google
- I want them to read my seo page until the end
- I want them to convert to my landing page
-

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

(Create an outline)

How will I gain their attention?

How will I increase specific levels?

How will I bring down perceived costs and thresholds?

I will gain their attention by: Calling out a niche tailored known solution to their problem because they are solution-aware

IS THE VALUE I'M GOING TO GET WORTH IT?

- My target audience already knows that once they can lower their taxable income they can increase their profits so I wont have to crank their pain/desire too high because their problem is real and in their face already

DO I BELIEVE THE IDEA WILL WORK?

- As with pain/desire I dont believe I will have to push this to the max because based on market research they expect all tax prepares to be able enough to apply any tax strategy to their tax situation so

DO I TRUST IN THE COMPANY/PERSON SELLING ME THIS PRODUCT

- I am going to have to increase the trust in my copy significantly because my target market has never heard of our brand. They most likely have had bad experiences with other tax prepares since they currently dont have one now,

Outline

- Highlight the solution + tease it
- Explain the solution
- Show an example of the solution
- Have buttons ingrained as a cta after explaining product

(My avatar just in case you want to read it)

Name: Josh



Background Details

Josh wakes up at 5:30 AM, a habit born from his disciplined approach to managing his business. He starts his day by reviewing the schedule, ensuring that all crews are properly assigned and prepared for their tasks. This early start helps him stay on top of things, much like how he meticulously tracks his financials to avoid costly mistakes. After a quick breakfast, he heads out to the first job site, where he checks on the

progress and quality of the work, reflecting on the importance of reliability and professionalism he values in himself and his team.

Throughout the morning, Josh juggles multiple responsibilities, from handling client inquiries to overseeing equipment maintenance. He recalls a time when inadequate preparation almost led to disaster, motivating him to ensure every detail is covered. As he interacts with his employees, he emphasizes the need for confidence and clear communication, qualities he believes are essential for success in business. By mid-morning, he's on the phone with potential clients, discussing quotes and timelines, always striving to provide the best possible service.

Lunchtime is a quick affair for Josh; he usually grabs something on the go, a reminder of the sacrifices he's made to keep his business running smoothly. He thinks about the financial challenges of running a small business and the importance of making every dollar count, often reflecting on past mistakes and how they've shaped his current practices. In the afternoon, Josh dedicates time to administrative tasks like invoicing and payroll, double-checking everything to avoid errors that could impact his bottom line.

He meets with a key client later in the day, discussing a large project that could significantly boost his company's revenue. Josh finds these moments both exhilarating and stressful, as they remind him of the pressure to succeed and the fear of failure that often accompanies business ownership. He draws on the advice and lessons he's learned from industry experts and mentors, using their guidance to navigate complex situations.

As the day winds down, Josh returns to the office, where he spends time strategizing for the future. He reviews market trends and considers new services he could offer, always looking for ways to expand and improve. Despite the challenges and long hours, he finds satisfaction in the progress he's made and the knowledge that he's building something of his own. By evening, Josh is back home, where he spends time with his family, cherishing the moments of peace and relaxation.

Before bed, he often reads or watches videos from industry influencers, seeking inspiration and new ideas. He reflects on the day's successes and challenges, feeling a mix of pride and a desire to do better. As he prepares for another day, Josh remains committed to his vision, driven by the desire to achieve the success he knows is possible. He goes to sleep with the comfort of knowing he's done his best, ready to tackle whatever challenges the next day may bring.

The **Landscaper** Shield

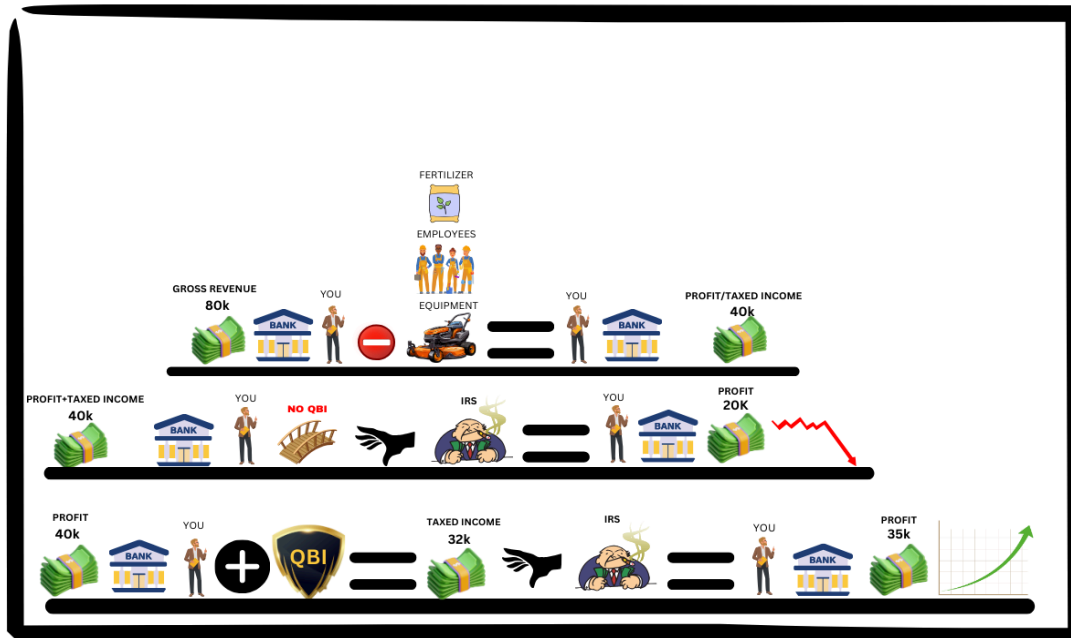
How Landscapers Can Defend Their **Profits** from **Taxes**

The strategy

The Strategy is called the QBI deduction. This deduction allows you to reduce the income you made this year by 20%.

That may seem like a little, but it could be the money you were missing to fly your family out to **SPAIN!** Imagine how **bright** their smiles will be after you give them an experience they never dreamed of, simply because you took advantage of this opportunity.

Here is an example of how the deduction works



Let's say your business made \$80,000 this year, and after subtracting the expenses for employee wages, equipment, fertilizers, and whatnot, your profit was \$40,000.

The taxes you are supposed to pay on that 40k profits will shrink by **\$8,000** after you apply the QBI deduction

QBI just saved you from paying taxes on \$8,000!

We make sure all of our landscapers are in the best position to maximize their profits at AB TAX SERVICE. We have been servicing the Charlotte area for 15+ years and have helped thousands of Landscapers just like you make HUGE improvements to their profits.

Your profits, **your future!** Click here to find out how AB TAX SERVICE can help you keep more of what you earned.

My personal analysis:

I think my biggest weakness in this copy is I don't think I increased the trust enough within the copy for my target market to click through. I am also having a hard time believing this copy will reach my target market if they ever search "how to pay less taxes on my landscaping business"