

<https://www.nikolwikmanart.com/hello-spring>

Who am I talking to? Who is reading this copy?

Where are they right now **in the funnel**?? Where are they emotionally? Where are they physically? What part of **Maslows Hierarchy of needs are they**? What are their biggest dreams? Biggest pains?

Pains

Staring at a blank canvas anxiously/intimidation not knowing where to start **have been staring at a blank canvas for days because I haven't painted in two years**

Have blobs forming when trying to paint/ put down their color (**blobs** is bad because it makes the painting appear muddy, like those thick drop of paint.)

Just started painting with acrylics **just started the acrylic journey**

**Looming failure of their flowers ending up as muddy blobs (fear/afraid)**

Cant blend colors to get the right color/consistency/value (making their painting ugly/frustrating to paint)

Impatient with acrylics/they dry too fast

Annoyed at YT tutorials that overcomplicate the painting process because this makes it hard to understand they want a simple and straightforward tutorial on how to paint to watch and enjoy to help them improve their acrylics.

Desires

how to paint but how to look at art, and see the beauty of nature and objects around us, how to notice little details and see colours, shapes, light and shadows. (**so they can paint well**)

So they can paint a beautiful flower that they can hang on their wall (**status/feeling proud**)

Have fun and paint a gorgeous flowers in a smooth streamlined process

**Relax while painting and feel proud of her flowers**

**Get compliments about her gorgeous flower art**

Where do we want them to go? What do I want them to do? What action do I want them to take? What objectives must they achieve?

Buy first course

What steps do I need them to take?

What do they need to think & feel to get them from their current state to their dream state?

**what emotions do i wanna create?**

**what movie do i want them to see?**

**now describe it.**

What emotions do they need to feel?

What roadblocks do they need to overcome/know of?

Salespage, they are beginners who are new to this artist.

I feel like I wrote too many words now that Im looking over it again.

I wanted to show them the value + how its different from other courses and how its not just techniques, instead its about the process. **(let me know if youre convinced below)**

**This is just pure cold outreach as FV**

Do you want to paint beautiful spring flowers using acrylics but don't know where to start?

*Or maybe you feel frustrated when staring at your blank paper... If so, welcome to*

## HELLO SPRING

A 5-part series to help you paint beautiful spring flowers with me guiding you every stroke of the way in a "no detail left out" approach so you'll no longer feel overwhelmed, doubtful, or frustrated about your painting abilities ever again.

Want to have a blast without forming blobs on your paper?

<Yes, I want to go from blobs to blooms>

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5 self-paced videos to help you **paint jaw-dropping spring flowers**  
even if you never held a brush in years



**I am going to show you step-by-step in short videos how to paint beautiful spring flowers using acrylics.** I will teach you how to use acrylics to your advantage, without your paints drying “too fast” so you can prevent muddy blobs from forming on your paper.

I will show you how to make the strokes and give you a supply list before every tutorial.

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## It's like signing up for a 5-in-1 meal deal!

This course gives you a chance to create 5 beautiful flowers from scratch.

I could've offered each video for \$49 videos each, which would've totaled nearly **\$250** for the whole course.

But I've decided to price the course at \$29 because I'm **TIRED of 99% of tutorial videos out there that CLAIM to help beginners** but only leave them more confused — Making them put off painting.

You see, there is a problem with most YouTube tutorial videos...

They don't go in-depth about the reasons behind every stroke and color mix on their palette.

They *assume* you know fundamental techniques like layering which leaves most beginners confused or guilty about their art.

That is why I decided to price Hello Springs at **10%** of its original price.

Want to get rid of all the confusion built up from watching hundreds of videos?

**\$250**

**\$29**

<Yes! Let's do this>

## Hello Springs is for you if

- You're tired of feeling intimidated by that blank canvas
- **You're new to painting and want to feel brave enough to try new techniques to take your flowers to the next level**

- You struggle with mental roadblocks that hold you back
- **You can't mix your paints to get that right consistency/color that you see in your head**
- Your flowers always end up messy and lack a certain "punch" to them
- **You want to go from "eh" to "wow!" with your spring flowers so you can hang them on your wall.**

Did that resonate with you?

<Yes!>