

Sample copy

<https://rumble.com/v44j2px-pushups.html>

1. **Who am I writing to? Who is my avatar?** I'm writing to individuals who are currently struggling with their Instagram outreach. They could be small business owners, marketers, or influencers who are looking to grow their audience and engagement on Instagram.
2. **Where are they now? What are they thinking feeling?** Where are they inside my funnel? They might be feeling frustrated and overwhelmed with the current process of finding suitable prospects. They could be spending a lot of time scrolling through their Instagram feed, but not seeing the results they want. In terms of my funnel, they are probably at the awareness or consideration stage. They are aware that they have a problem (inefficient prospecting) and are considering different solutions.
3. **What actions do I want them to take at the end of my copy?** Where do I want them to go? I want them to book a call with me to qualify for using my new tool. The goal is to get them to move from the consideration stage to the decision stage of my funnel. I want them to see my tool as the solution to their problem and take the next step to implement it.
4. **What must they experience inside of my copy to go from where they are now to taking the action I want them to take?** What are the steps that I need to guide them through to take them from where they are now to where I want them to go? They need to understand the value of my tool and how it can solve their problem. I need to guide them through the benefits of using my tool, share my personal experience, and show them the potential results they could achieve. By the end of my copy, they should feel motivated to take the next step and book a call with me.

Personal analysis

Solves an issue that is present over a wide range of professions, but the target audience is automatically cut down by mentioning "Andrew's daily power up call". Involves relatable issues, and focuses on peoples desires to fix these issues, and share vivid imagery of me starting to *doomscroll*.

Subject Line: Level up your prospecting game today!

My friend, I've been in the same position, where it comes to starting my daily outreach, and the dread of finding suitable prospects kicks in faster than the dopamine from Andrew's daily power up call!

I was always relying on my Instagram suggested feed to provide me good businesses to work with, but having a mismatch of niches just wasn't it for me. At the moment, I resorted to doomscrolling.

That doomscrolling, however, was probably a good decision (for once).

Why?

It led me to a tool that effortlessly gathered Instagram accounts that all have used a specific hashtag.

No more sifting through irrelevant accounts, no more wasted time. Just targeted, efficient prospecting. This tool was like a lighthouse guiding me through the foggy sea of Instagram marketing.

But then, I hit a roadblock. The free tools I found had a limit of 50 profiles gathered in total. It was a start, but I knew I needed more to truly scale my outreach.

That's when I decided to create my own tool. One that allows for 1000 profiles PER hashtag. A tool that would give me the power to reach out to a larger audience, to connect with more potential clients, and to grow my business exponentially.

The results were astonishing. My outreach became more focused, my connections more meaningful, and my business started to grow. I was no longer a small fish in a big pond. I was a shark, ready to take on the ocean of Instagram marketing.

Find your hashtag. Gather your prospects. Reach out. Repeat. This is the way!

If you're serious about saving valuable time and increasing your efficiency in Instagram marketing, then:

Get ready to revolutionize your Instagram outreach with our new tool. But remember, we're only accepting a select few customers at this time.

To qualify, book a call with me now and start reclaiming your time, while achieving Instagram marketing success!

Looking forward to helping you navigate the vast ocean of Instagram marketing. Let's make waves together!

Best wishes Gs, Keoni