

AndrewCopywriting 02/04/2023

SOULD I SEND THE EXACT SAME FREE VALUE TO MULTIPLE PROSPECTS IN THE SAME NICHE?

First, test out unique FV for each of your prospects.

Once you create FV that gets you a super positive response,

Feel free to then send it to multiple prospect sin that niche, personalizing it for their business

What are they trying to achieve with this marketing? What are their top 1-3 goals/problems?

She is trying to attract attention on instagram by giving women information about why they are feeling bad from a functional perspective. Then, she wants to get them on a discovery call and then get them on her **3 month and 5 month 1:1 coaching plans**.

What piece of FV connected to their top 1-3 goals/problems can I make?

Optimize her lead funnel by offering other freebies to get people to go to her page.
Make a blog funnel for her to get women to drive to the blog, give them some insights and then capture their emails.

How can I present this in an interesting and curious invoking way?

This applies to projects with clients and FV

1. Pick an objective:
2. Do research on their products (what they do, what's inside), then market research (find similar products online, see what their saying) and construct an avatar eg. bob.
3. Modeling: pick someone with similar products, then look at what they did step-by-step and take their skeleton (you can do this for any piece of copy). If you're doing a sales page, you find a sale page for a similar product in a similar niche and use the skeleton to make your first draft.

4. *Main idea for first draft and send to client for review, going back and forth to hone their voice and style (until their pleased)*
5. *Test it in the wild, putting it in front of people.*
6. *Decide with your client if you're doing the design, if so just copy and paste. Learn how to use click funnels or mailchimp. Model successful people at every stage.*

Who is your avatar?

Face:

Name:

Age:

(You need to bridge all of these together)

What's painful or frustrating about their current state? Why x3?

What do they desire? Why x3?

What roadblocks do they face? Why x3?

What is the solution? Why? x3

How does the product help the avatar take advantage of the solution? Why? X3

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WHAT SHOULD I WORK TO IMPROVE IF I SEND OVER FREE VALUE BUT KEEP GETTING IGNORED AFTER THAT?

- The quality of the copy in your free value always can be improved and is the foundation of the entire FV outreach approach
- You can often start adding in little notes inside your free value showing them a little of WHY you are doing what you're doing
- You need to tease something more you will reveal or discuss with them on the call that you're proposing. They need a reason WHY they should respond.

***Sort form must be less than 150 words for better impact**

Before you ever writer anything whether its a DIC, sales page or outreach:

1. Where is the reader in the funnel? (what do they know about the problem, what do they know about the brand, how much about the problem do they know? Did they just opt-in for a 10% of, What are they currently thinking about?)

They are at the beginning of the funnel and have been following this instagram for a couple weeks/months when they found her organically through search. They know that staying on hormonal birth control is bad and they want to find a way to get off it and feel better, now they realize their diet plays a role in their hormones, health and how they feel but they don't know how to concretely take steps forward to solve this.

2. What's the objective of this piece of copy? What's the next step I want the reader to take? What beliefs do they need to have to take action?

To disrupt the reader scrolling on instagram, teach them something and get them interested (leave an information gap) then send them off to a blog post where their email will get captured.

3. What do they need to see, feel and hear to go from where they are to where I want them to go?

They need to see a disruptive image and headline on their feed that grabs their attention, they need to feel that this specifically pertains to them and how ignoring this post will leave them less informed. They need to hear something that they think will help solve their issue and that they need a deeper understanding to make this happen.

4. Then analyze honestly if the copy meets the intended effects of the copy.

FV: Sometimes before sending FV ask, If I was a reader , what reasons would I have for not responding? And, how can I fix this?

The purpose of copy is to create specific defined effects in the mind of the reader.

DIC/Informative post.

organicallysarahntp@gmail.com

Hey Sarah,

I came up with an idea for how to tweak your approach on Instagram that I expect will fill up your calendar with 1:1 coaching clients.

You don't need a preposterously large advertising budget to find more clients when you can organically do that with your audience on Instagram.

By capturing their attention and providing insights into their difficulties with informative Instagram posts, and then allowing them to deepen this understanding on your blog (if you were to use one), you can start funneling their attention to your services (which is half the battle).

From the outside looking in it seems like you have the setup to handle an increased number of clients, which makes me think the leads I can generate and convert will be put to good use.

You don't need to be bogged down on marketing wasting so much effort learning and using marketing when you can just outsource that role.

I've done extensive research on your competitors and I've identified the things you can do to take a bigger slice of the pie.

If this sounds like something that interests you or if you have any questions don't hesitate to reach out.

Best,
Kristof.

Unveiled: The Shocking Truth About Birth Control Pills Every Woman Needs to Know



According to a study published in the Journal of Family Planning and Reproductive Health Care, Oral contraceptives increase the risk of serious health problems in women, with those using them for five or more years having a **50% higher risk of breast cancer than those who have never used them.**

Unfortunately, these complications are all too common in the Western world, particularly with the rise of women using hormonal birth control to escape cramps, heavy periods, and premenstrual symptoms like headaches and depression.

The good news is - although many women are told they'll have to suffer from these symptoms for the rest of their lives, that doesn't mean there isn't a way to *naturally bring their hormones into balance...*

Don't let birth control rob you of your health and happiness, decide to arm yourself with the right information, tools, and resources to regain control over your hormonal health.

And start living a life free from breakouts, mood swings, and low energy 🙌🙌

[Discover the natural solution to hormonal imbalances and take control of your life today using the link in the bio](#)

Vittengl JR, Jarrett RB, Weitzel B, Hollon SD, Twisk JWR, Cristea IA. Divergent Effects of Contraceptive Methods on Mental Health: A Systematic Review and Network Meta-Analysis. JAMA Psychiatry. Published online April 14, 2021. doi:10.1001/jamapsychiatry.2021.0230

Blog:

Welcome ladies!

Sarah, your hormone health and fertility coach, I'm here to talk about the importance of taking care of your body.

As women, we know that our hormones can have a huge impact on our lives. They can affect our mood, energy levels and even fertility. Navigating through all the conflicting information can be overwhelming, but I can tell you that there are natural and effective ways to resolve these issues. It's a diet. Think of your body as a garden. If you want to thrive, you need to provide the right nutrients.

By making conscious choices about the foods you eat, you can support your hormones and improve your fertility. It's like giving your body the sun, water and nutrients it needs to grow a beautiful garden. One important way a healthy diet can positively impact hormonal health and fertility is by balancing blood sugar levels. You don't want your garden to be flooded or completely dry, right?

A diet low in processed foods, refined sugars, simple carbohydrates, healthy fats, protein and fiber can help balance blood sugar levels and reduce insulin resistance. The liver also plays an important role in hormonal health. Think of it as garden soil. It helps your metabolism and removes excess hormones from the body.

Eating a diet rich in green leafy vegetables, cruciferous vegetables, and liver-supportive herbs such as milk thistle supports liver function and promotes hormonal balance. Inflammation in the body can contribute to hormonal imbalances and fertility issues, so you want to reduce inflammation. Think of it like pulling weeds in your garden.

Eating a diet rich in omega-3 fatty acids (found in oily fish and flaxseeds), anti-inflammatory foods like turmeric, ginger and leafy greens can help reduce inflammation and support hormonal health.

Finally, just as your garden needs a variety of nutrients to grow well, your body needs many nutrients to function optimally. Eating a varied and nutritious diet that includes fruits and vegetables, whole grains, healthy fats, and high-quality protein can help you get all the nutrients you need to support hormonal health and fertility.

I know changing your diet can be difficult, but I'm here to help. As a hormone health and infertility coach, I can help you create a nutrition plan that fits your unique needs and goals. Together, we can support hormones, improve fertility, and ultimately lead healthier, more vibrant lives.

So let's start taking care of your beautiful and blooming body!

<OPT-IN OR LEAD MAGNET>

Email outreach:

Outreach 1: