

LDC NOTES

Full WWP Walkthrough:

1- What is the concept?

The fundamentals are understanding their current dialogue when it comes to my client and my product / service, to do this efficiently I need to learn the “unknowns” I have in my head when thinking about my audience's relationship with my mechanism / product / client.

Understanding how are they going to react to my initial offer and what is the value that i'm going to give my audience based on “how people think about their problems”

- I got this problem (current state)
- I want to get to solve this problem (dream state)
- this thing is making it hard for me to solve it (roadblock)
- i can do [x] and [y] to solve this (solution)
- this product takes advantage of the solution and gets me where i want faster and easier (product)

Every time my offer changes, my customers' position changes as well, because I'm selling them on a different thing and they know things they didn't before.

2- Why is the concept important?

- This is the most important concept because without this the client project makes no sense in the mind of the reader, they're going to feel misunderstood and the results are going to be mediocre.

Getting this right is the key to successful projects and therefore the key to making millions of dollars.

Mastering the WWP is going to shift the way I view my projects and my work, giving my time 1000x more value and giving myself HUGE clarity with the entire experience.

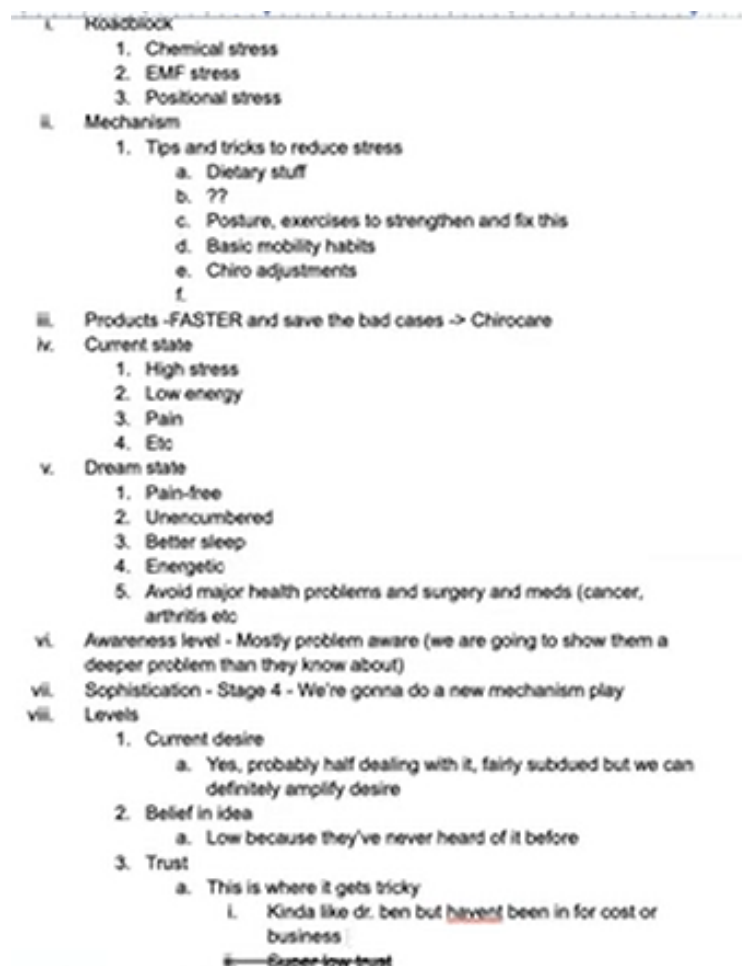
3- Example of the concept in action.

- “When I finish my market research I go straight to planning and think of my offer in terms of the customer instead of my client, start writing everything that moves them... in my direction or away from me. with this info at hand i move forward and create an experience that demolishes their past friction and amplifies their pain/desire, moving the needle inside my copy”

4- How do you apply this concept?

- When I have a strategy to make my client a bunch of money I move forward and work out every step of the WWP with straightforward information and actionable key points.

5- Draw a picture of the idea.



Matching every part of my copy to the customer's internal self dialogue:

1- What is the concept?

- This is all about getting in my customers shoes, instead of building my product around what I think is going to move the levers.

First think, "what do they think" at every stage of the process.

When they see my AD what's their thought process?

After they click on the sales page what's the first question that pops in their head?

Don't try to guess what are the things that are going to connect, but understand what they think and just connect it myself.

P.S: To create the outline, first think about "what's the first thing in their brain when [funnel part]" minimize calling attention to "negative experiences", start amplifying good emotions.

2- Why is the concept important?

- This concept is important because if i don't match my copywriting to their internal dialogue they'll never buy my product without second guessing, because they'll still have unanswered questions creating friction in their brain, which is detrimental for them and for my clients success.
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- Getting this connection with the audience is the key to writing effective copy that resonates and makes them feel comfortable with purchasing my service / product.

3- Example of the concept in action.

- Write down all the questions they might have when they [consume funnel], and go through this process for every stage of my copy.

When I'm writing my outlines I always do the writing thinking about this question and how to answer them with "positive" energy.

I position myself in my customers shoes and i look at my copy and think "What's the first thing i'll say if i see this pop up" with this questions i move forward and create my copy to handle this thought processes

4- How do you apply this concept?

- I apply this concept by understanding my target audience and understanding how they react to information and replicate that while I read my copy, writing down all the questions that come to my mind.
- After I get the experience written down from my customers POV I write my copy based on their internal self dialogue, to match their current state.

5- Draw a picture of the idea.



Use AI to write effective copy walkthrough:

1- What is the concept?

- The concept is to let GPT know what I'm knowing and him telling me what he needs to make it as effective and engaging as possible. With this info I pick and choose a rough draft. I'd like to work on top off and start writing my copy with an upfront advantage.

It's all about working faster without compromising quality and this tool does the work required to get the initial friction of writing a rough draft out of the way.

2- Why is the concept important?

- This concept is important because I can get 10 rough drafts written down in 90 seconds, making the process FASTER therefore finishing the projects in world record timing.
- This is also important because I can improve the way my copy is viewed specially for someone like me that has english as a 2nd language.

3- Example of the concept in action.

- "I want to write an email campaign to sell a cosmetic gynecologist procedure, what will you need from me to make this campaign as effective and engaging as possible?"
- "[info] write 5 variation based on the data given"
- "Let's optimize variation 4 to make the WIIFM section more engaging by amplifying curiosity and talking specifically about the benefits they are going to receive if they decide to take action."

4- How do you apply this concept?

- First I let GPT know what I want and I ask what will it need from me to make it as effective and engaging as possible.
 - Provide the info
 - Ask GPT to write 3-5 variations of [asset] based on the data given
- Then ask for improvements on the variation i liked the most
 - Give specific improvements and how take action on them and where do i want the changes
- EXTRA: Ask AI to improve readability and to make it more visualizable.

5- Draw a picture of the idea.



