

<Type of business> - copywriting/marketing

<Business objective> - click on video>watch the whole video>click the link in the description and potentially get people to buy the course

Winner's Writing Process

1 . Who am I talking to?

- mostly young men (25% women) who want to start earning money with copywriting
- broke people/9-5 workers

2. Where are they at now?

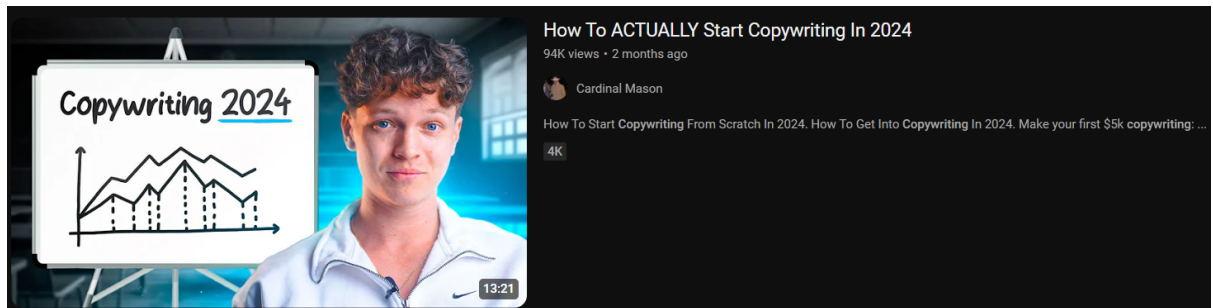
- on the phone, on Youtube
- AWARENESS LEVEL - 2/3
- SOPHISTICATION STAGE - 5
- ALL 3 LEVELS
- Current pain/desire - 8-9/10
- Belief in idea/solution - mid, they start to realize buying a course is a solution
- Trust in a company - low, but they've been seeing around the "guru"
- CURRENT STATE
- no money in the bank account, dead broke
- work a 9-5 job which they hate
- already seen a lot of *"how to earn money as a copywriter"*
- overwhelmed with the fact they can't close the first client and earn the first online money
- don't know who they can trust and which method is the best
- stuff they already tried didn't work and now they are stucked
- DREAM STATE
- land first clients
- want to finally start earning some money from copywriting
- quit their current job and become independent
- further goals are to be a millionaire, travel and have a luxurious life
- live an entrepreneurial way of life

3. What do I want them to do?

1. Click on the video
2. Watch and consume the video
3. Check the description and click the link for 1-1 coaching course

4. What do they need to experience/think/feel to do that?

1. CLICK ON THE VIDEO



- **thumbnail**

- pattern interrupt
- shiny colors
- seeing the actual face of a guy - increasing trust
- picture of some exponential money-making graph - intrigue
- being specific by saying in 2024 (it's even underlined to make it more eye-catching); making it actually look like it is working - a real method that works
- classroom in the background - it subconsciously connects with something they will learn
- 13 mins long - short educational video; their investment is not huge

- **words**

- showing "how to"
- showing how to do their dream state in this new year
- boosting curiosity, intrigue and hope
- 94k views which seems this actually works, they want to adopt and follow the tribe
- make the first 5k which also seems big to them - dream state

2. CONSUME

- make them intrigued so they keep watching, point out their dream/pain state
- inspiring song in the background, to pump them up
- tell them the exact steps from their current state to their dream state (from being broke to 50k a month)
- he will show the steps he took that led him to have their dream state, meaning if he did, they can too - proven method; this makes them keep watching the whole video
- provide tons of value, exact steps even if they just started with copywriting (how to learn a skill, how to land clients, how to keep a good relationship with clients...)
- after providing a lot of value here, he proved he knows stuff and they can actually trust him

3. CTA

- before intro of his product, he said how his younger brother managed to close clients mostly by referrals and now he earns 50k a month
- if they want the same, click on the link in the description
- he already helped dozens of people so he can them as well
- it's 1-1 coaching to help them earn their first 5k,10k,15k a month - big desire
- more softer cta to like the video, subscribe, share

BONUS

- they will probably scroll down to comments and heck what people say
- there will be people saying he saved their life with only free value - amplifying his paying products; if the free value is so effective, how much more valuable is going to be his priced stuff