

# For Copy Review: Sales Page for Water Filtration Systems

## Document Submission:

1. Create ONE Google Doc with comment access enabled.

## Content Requirements:

2. Answer the four questions from the winner's writing process.\

### **Who am I talking to? Who is reading this? (Identify the Audience)**

-Men & Women

-Average age 21-80

-People who are trying to live a healthier lifestyle. People who are invested into creating a healthy lifestyle for themselves or for their family/loved ones. People who are proactive about learning solutions to solve the problem are struggling with it.

-People who hate tasting chemicals in the water they are drinking. This can either be at their houses, apartments or condos. This can be both city water and country water, although we will end up targeting more city water due to the extremely high level of chemical that is mixed in the water supply.

-People who are looking for more luxury or higher quality products. Who most likely have a bit more money or who are willing to invest in their health now so they don't need to waste money on their health down the road.

### **Where are they now? Where are they emotionally? Where are they mentally?**

-They are scrolling on facebook and instagram. They are consuming content about health and fitness, or luxurious lifestyles. They are imagining if their life was like some of the influencers or some of the icons on these social media platforms that appear to be living healthy lifestyles. Emotionally they care about becoming healthy but feel as if they don't know how to take all of the steps or they may believe that they are at a point in their life where they need to take their health more seriously. They are sick and tired of buying bottled water because of the chemicals in their tap water or even their filtered water through the fridge. Mentally they are ready to take a positive step in their lives when it comes to health.

### **What problems are they dealing with?**

-The problem that they are encountering is the rising cost of bottled water. They continue to buy packages of bottled water and not only does it get expensive but it can be a lot of work for some people to carry the bottled water from their cars into the living areas. Not only that, they feel like they are adding to the problem of more plastic waste in the world. They feel like because of this their status for a luxurious life is being brought down. The other problems are consuming chemical pollutants, and potential viruses and bacteria that are in their current water, growing health concerns or awareness about their health.

**What are their challenges?**

-Challenges they are experiencing would be the initial cost of the product, the lack of understanding of the benefits from the water filtration system, the worry about the compatibility to their existing systems they have in their home and the potential maintenance or filter changes that need to happen every 4-12 months.

**What are their dreams?**

-They dream about living a healthier lifestyle. They don't want to have to worry about the water they are consuming and want a piece of mind that their water is clean, with no bacteria, viruses or chemical pollution. They dream about being sustainable. Where they don't need to buy bottles of water. They want to join the movement of improving the environmental impact by reducing their waste. They really want to be able to future proof their house so it is luxurious and looks even more futuristic.

**Identify level of Market Awareness and Stage of Market Sophistication.**

-Market Awareness is Level 3. They know they have a problem, they know there are solutions but they do not know about our product.

-Market Sophistication is Stage 4.

**Identify the current levels of desire, current levels of certainty in your idea, current levels of trust in your company/guru.**

-Level of Desire is 5/10. Growing health concerns and awareness with improving health is becoming more popular as well as the environmental concern. It will take some work to raise this number higher but I think there are multiple ways to do that.

-Level of Certainty is 4/10. Because the price is between \$1,000-\$2,300, it will take work to drive the certainty up. I will need to prove the technology is effective as well using testimonials to raise the bar.

-Level of trust is 5/10. The really great extended warranties definitely help this area. Utilizing more testimonials will also be key. An added way to raise this will show certifications for performance.

3. List the reader's roadblocks and the solutions/mechanisms to solve them.

**Roadblocks**

- KNOWledge or lack of knowledge. People may not be aware of the chemical pollution in the water or have not experienced it first hand.
- The initial cost could be a roadblock.
- The lack of belief in the effectiveness of the product.
- They don't understand the maintenance of the system and think it is significantly harder than it actually is.
- COMPatibility. They don't think it will be able to connect to what they currently have in their homes.
- Another one could be competition. There are a handful of different water filtration companies and products.

### **Solutions/Mechanisms**

- Education. Teach them about the harmful chemicals in water but also how the filtration system takes those chemicals out leaving them with clean fresh drinking water.
  - Creating a subscription maintenance service to make it easier and worry free.
  - Utilize customer testimonials about how effective and life changing the products are.
  - Utilize and educate about the 5 year warrant on the filtration system. This will help gain trust and help make the initial cost more acceptable.
4. Include your personal analysis of your copy's weaknesses and how you plan to improve them.
    - So I feel like it is easier for me to find weaknesses when it comes to my copy. Especially when it comes to sales pages only because I've never bought anything because of a sales page or even a landing page. Now, I've read through the swipe file and watched videos of Andrew breaking down top sales page examples. I did research and went through examples of sales pages for this niche. When reading through my sales page, especially after my rough draft, it felt really choppy and inconsistent. I felt like it was really talking about the product more than trying to level the emotions of even Maslow's Hierarchy of needs. SO I went through and tried to implement that sense into the sales page. WHEN I read it again, I felt like it was a bit better but it was missing elements for grabbing attention. I tried to add in elements that would make it readable for the 3 types of reading types. I plan on reviewing the copy again and trying to polish up areas that I feel like it has promise and either deconstructing weaker areas or clearing taking any advice to improve the copy as a whole.
  5. Identify your copy's weaknesses and make an effort to fix them before submission.
    - I kind of explained them in the last question but I felt like it was disconnected from my target audience. Yes it talk about the benefits but it didn't create any

action through hit emotion. I went through and re-worded areas, added a few sentences and took more sentences out to bring it to where it is now.

6. Explain how you attempted to fix your issues and ask for feedback on your efforts.

-I utilized AI to grade my copy piece by piece and then as a whole. Some of the areas I was worried about ChatGPT also found weak areas, so I went to work to improve those. My copy as a whole started with a grade of 83/100. After re-reading and making edits and changes multiple times, it finally graded as a 94/100. Some areas that were still suggested to be improved was to make my call to actions more visible which I plan to make colorful buttons on the sales page, so that will eliminate those problems. I will also format the images in a better layout instead of just the basic placement like it is now. Some of the customer testimonials have some grammar errors but I didn't want to change those because I felt like I would be altering the message. (Is improving grammar or spelling in testimonials allowed? I feel like it would be a bit shady. But I could be wrong.) ChatGPT said that those grammar or few misspelled words in the testimonials makes it a bit less professional which makes sense. When it comes to the copy as a whole, I tried to make it captivating yet informational. I tried to balance the right amount of information with the right amount of emotion that would really drive them to take action and purchase the product. Did I accomplish that? Overall is a solid piece of copy? I know it can be improved, but at this point I'm not entirely sure of where or how to go about doing that.

7. Indicate if you test your copy and its performance results.

-The only testing my copy has had is by myself multiple times and ChatGPT. I have read it aloud and also read it to myself.

8. Explain how your product's strengths and weaknesses play into the value equation

-The strengths of this product connect directly to the value equation. It provided people with clean purified water and has been around for years with thorough testimonials and 5 star ratings which connects to the dream state as well as the perceived likelihood of success. It is easy to set up and you are able to get that clean water as soon as you set up the product and hook it up which connects directly to reducing the effort and sacrifice as well as minimizing the time delay. The initial upfront cost is a weakness but it can add to the perceived likelihood of success because you pay more money for things that work well.

9. Explain where the reader is in terms of awareness, sophistication, their thought process, and where they are inside the funnel

-The reader's awareness is Level 3. They are aware of the problem and the solution but most likely don't know about this specific brand or product.

-The reader's sophistication is Stage 4.

-AT this point if they are on the sales page, the ad caught their attention and funneled them to the sales page. Now the next step in the funnel will be driving action so they click buy now which will take them to the products page so they can buy the product they put in their cart.

10. Show and explain the full funnel.

-I explain most of it in the last question.

-From the ad to the sales page to the products page to pick the specific model to cart, to checkout, to paying.

**Additional Requirement:**

11. Share an unlisted Rumble or Vimeo video of you performing either 100 pushups, 100 bodyweight squats, 100 dips, or 100 pullups.



**Unlock the Ultimate Secret to Pure Living with Every Last Drop of Water!**

Imagine sipping water so pure it tastes like the very core of existence. With our premium, perfectly pure water, you exactly get that. Pay attention since this is not just any water; it's the secret to lead a life of extraordinary energy and clarity.

This is the answer for people who reject mediocrity and want perfection. With every drink, we are helping you to strengthen your body, mind, and spirit. Change your health, raise your energy level, and enhance your whole existence. This is about embracing a lifestyle shift starting with pure living, not only about water.

You can demand nothing less than exceptional. Join the ranks of those who realize that moral behavior is the foundation of actual success. Discover the difference and enter a world of pure water. Get yours right now and begin to lead a wonderful life!

## **Elevate Your Lifestyle – Order Now!**

Pure Water, Pure Living: Make It A Reality

The eSpring™ UV-C LED Water Purifiers available from House of Atlanteans brings your dream of pure water to reality. Think about the ease, assurance, and knowledge of every sip your family consumes is pure and clear. For those who respect the surroundings, this innovative water filtration system is more than just an exceptional product; it's a dedication to the earth and your health.

Having almost 40 years of reliable knowledge and expertise, eSprings presents the most sold brand of home water purifiers worldwide. The essence of life is water; give your family the most pure and reviving experience available.

## **Invest in Your Health – Get Pure Water Now!**



Drink with Confidence with Revolutionary UV-C LED Technology.

Using advanced UV-C LED technology to guarantee pure water as nature intended, the eSpring™ blends sustainability with invention. You can be positive that modern technology has cleaned your drinking water, therefore delivering the purity of nature right to your tap. Apart from excellent performance, this sleek and affordable purifier offers low environmental impact. Discover the scientific background of our purifier and how it safeguards the health of you and your family.

### **Discover the Benefits of Pure Water – Purchase Yours Now!**

Why Choose eSprings?

**Health & Safety:** You and your family will finally become free from the harmful poisons. Drinking eSpring™ water provides a safer, better way of living. Every drop breaks the shackles of concern, fills you with life and draws you closer to nature.

**Eco-Friendly:** With a water purifier that is both effective and ecologically friendly, it's a commitment to a cleaner, more sustainable future. Make each drop count for the environment. Stop making a negative environmental footprint with all of the plastic water bottles. Join millions who rely on eSpring™ for not only their family's health and well-being but experience the pride of making an empowering environmental choice.

**Elegant & Efficient:** The eSpring™ water is not only elegant but also undoubtedly effective. Finally a strong and sophisticated water filtration system without compromising elegance that can be easily integrated into your house.

**Proven Performance:** Put your confidence in a legacy of achievement. eSprings offers consistent performance with over 10 million water purifiers distributed in 48 countries and territories and 40 years of expertise!

**Start Your Journey to Pure Living – Buy Now!**



#### What People Are Saying

-The **greatest tasting water, coffee, and tea..** People need this in their homes. **Water tastes so good**, not like a bottle of water in a plastic container, Coffee is wonderful. I also use this to cleanse my face. (Evone)

-I love my new eSpring water filter. The new **design looks super cool and modern.** It fits easily by the wall on top of my countertop without taking up much space. **The setup was a breeze!** And very effective in filtering water! Highly recommended for anyone wanting a portable high-quality water filter that **works great as much as it looks great!** (MaximusD)

-I bought this item more than a month ago and I am impressed with its features (how you change the replacement filter) and especially how it filters out the impurities in my water. I also love how I **can connect it to WIFI and use the added mobile app**, which **helps me monitor its effectiveness.** (jinsall4104)

It is ideal for any occasion and is so simple to set up that even a kid can do it!



After unpacking, follow our basic directions to quickly assemble your eSpring™ Unit. You only need to connect it to the specified locations. Complicated plumbing is not necessary. And you are provided with easy guidelines for a lifetime of pure water.

**Turn On:** Start the machine by turning on the faucet and selecting filtration mode. Simple setup ensures a smooth, worry-free experience.

**Enjoy:** Now you can drink filtered water right out of the tap. The unit's sophisticated UV light and carbon-block filter work together to eliminate pollutants while preserving valuable minerals. Every drop provides peace of mind and endless health advantages.

**Monitor:** The intuitive LED display provides real-time updates on the unit's status and when to replace the filter, ensuring that you always have the highest water quality. eSpring™ takes pride in offering dependable and user-friendly functionality.

## **Make the Switch to Pure Water – Buy Today!**

Feel the difference.

The eSpring™ water purifier cleans your water, transforming it to become a clear, health-promoting elixir. You will feel the difference right away and it tastes perfect.

Embrace wellbeing.

Appreciate the knowledge and power you are acquiring to be choosing the ideal course of action for the surroundings and your health.

Protect your family, change your lifestyle, and help to greatly reduce the plastic waste from bottled water.

## **Secure Your Family's Health – Get Yours Today!**



Make a lasting impression.

Selecting the eSpring™ UV-C LED Water Purifier commits you to a sustainable future. Join the global movement aiming at a better future and a healthier earth. Join the group of responsible and conscious homeowners that respect their own health and the welfare of our planet. Knowing your water is pure will help you to have peace of mind and transform your house into a wellness haven. Join the millions of people bringing about significant transformation. You can help to make the planet healthier overall.

**Join the Movement and Transform Your Home and Planet!**



What Our Customers Say

-I love my new eSpring. So much upgraded from the last one and I love how I can **connect with the app to know when to change the filter and how many gallons are running through.** I definitely never want to buy water again. This **saves me so much struggle of carrying so much water from the store to home** and it's way more beneficial too. **I feel better, my skin looks healthier and it tastes so good.** I also use it to make ice and the **ice tastes so good.** The stream is a bit bigger than the last model and as soon as I shut off the water, the stream stops so **no water is wasted.** I recommend it to everyone. Plus the new water head has a regular spout stream and shower to wash dishes way better than the last. (Lupe8)

-I bought this product a month ago and I'm glad I did because I am **drinking pure tasty water right from my sink,** I have **saved a lot** from buying water bottles and literally **reducing trash from empty bottles.** The machine **purifies 99.9% of impurities and chlorine.** The **taste of the water is the best I have ever tested.** I highly recommend this product. Easy to install, smart features like wifi, 10 or warranty, and many more amazing facts. (Glym)

-I've been using the eSpring Water Filter, and it's fantastic! **The carbon block and UV light filtration remove all kinds of contaminants including the micro plastics,** making the **water taste great.** It's **easy to install,** and the **smart chip tells me when to replace the filter,** which **lasts up to a year.** While it's a bit pricey upfront and for replacements, the **quality and peace of mind it provides are totally worth it.** Highly recommend for anyone wanting clean, safe drinking water.(Lok Sai)

-I am so glad that I decided to get this amazing water purifier recently. I do like the **slim design, modern features, easy installation** ( I installed it while talking over phone, it's that simple :)) and importantly the **water taste so pure and delicious,** earlier I was using Brita filter pitcher along with water bottles and so far I can tell you that **it saves my time and cost.** And I can clean vegetables/fruits from filtered tap water directly..yay! Thanks eSpring :) (I\_am\_Mona)

-**Absolutely LOVE the new design. setup and installation is incredibly easy.** The tubing underneath allows you to choose which side the tubing will come out of. **The filter is so easy to access,** no more hassle to take apart all the pieces and replace the filter. It's right at the top and **takes seconds to replace.** No need to disconnect the tubing in order to replace the filter. Once set up, the station can just stay there. And the **taste of the water is so clean and pure.** Can't do tap water anymore! (Brooky)

**Join Millions in Pure Living – Buy Today!**



### Certified Excellence

NSF International has independently certified the eSpring™ Water Purifier to meet NSF/ANSI Standards 42, 53, 55, and 401. It has received the Water Quality Association's Gold Seal for exceptional consumer water-treatment products, confirming the best quality and performance. Certified to boost your confidence. Trusted for your peace of mind.



### Limited Time Offer

Get the eSpring™ UV-C LED Water Purifier at a greatly discounted price.

The choice is yours!

Continue putting your family, your planet and yourself at risk, or invest in a safer, healthier home and planet..

Do not wait!

Protect you and your family's health today with this special offer.

**Claim Your Discount – Act Now!**

