

COPY AIKIDO REVIEW

THE MAN CAVE - SALES PAGE

- 4 Questions from the Winner's Writing Process

1. Who are they?

Avatar: A man between 20 - 55 whose desire is to attract beautiful women and feel confident talking to them, He pictures the dream scenario of a beautiful woman falling in love with him in his mind, although he doesn't know how to do it and how to get there. He's currently afraid of talking to women, facing fear of rejection, fear of not be taken seriously, be embarrassed in front of other people. He feels invisible with women, and now is afraid of taking any risks. He is not confident that he can talk and entertain a woman.

2. Where are they now?

Emotionally: They feel frustrated and a degree of anger at themselves for not have put the effort into the social aspect of their lives more early and having the same results and living the same life for a long time, and they want now to feel change. He wants to feel confident, feel in control, He wants to know that he can provide fun in every interaction he can have with a woman.

Mentally: After they crossed the P/D threshold, and started to look for solutions online, they went into Gumroad's product section, found the product itself, and clicked to find out what is it about

Physically: They're not entirely satisfied with how they look, but now they believe that looks don't matter as much as the skills required to make women feel comfortable around them, and emanate a masculine aura that attracts them.

In the funnel: They searched for products in the "Relationships" section on Gumroad. They just found the product in Gumroad, via filtering the Relationships section. **Worth mentioning** - this client has little presence online, and the only way he gets traffic to sell his products is Gumroad.

3. Where do we want them to go?

We want them to purchase the product in Gumroad (Called 'The Man Cave')

4. What are the steps?

First they need to get excited about the possibilities and results they can get, and have the belief that change is possible,

Second they need to believe that the solution makes sense and the product can help them
And then they need to believe and like the person who is offering this solution.

-List of roadblocks, and the solution/mechanism that will solve those problems

- Fear of rejection and the unknown: First receive the basics and fundamental advice on how to approach and talk to a woman, and then Face and conquer their fears by taking action, regardless of fear.

- Lack of Social Skills: Learn by applying the knowledge, practice and feedback

-100 pushups

 IMG_9826.MOV

-Tell if you've tested the copy

- Not yet.

-Product

This is a membership group, where the Coach (my client) sets:

- weekly accountable reminders, challenges to improve the dating lives of the members,
- provides direct coaching via messages, so the members can text him at anytime any doubt they might have.
- He also hosts two calls a week, one for Q&A. (He also provides a meditation at the end of the call)
- and the second one is a Live Practical training call, where members go out (Live in the call) to the real world to approach a woman, while the Coach listens carefully, and after the interaction ends, he provides immediate feedback.

-Write about the value ladder, value equation, and the dream outcome

- The product increases the **likelihood of success** by them receiving personalized advice on what they are doing good/wrong, getting immediate feedback, and having a community that holds them accountable.

- **Reduces the time, effort and risk** because while they can figure out what they're doing good and wrong by themselves, it'd take them longer, and more embarrassment with women by them going out, failing in the interaction, and then they have to figure out what exactly is what failed by themselves, to get feedback. Not to mention the chances of them giving up due to the discomfort of learning something new by themselves.

Talk about level of awareness and sophistication

They are problem aware.
Sophistication level 3

(Most of them are based in London, UK)

-If you are sending the sales page or the landing page, explain the process of how the potential customer gets from point A, all the way to the sales or landing page.

This is a product description for a Gumroad listing. They can find it by two ways:

- a. Via the 'Author's products' - If they downloaded the Lead Magnet first. (He has a free guide on 'How to text a girl' also in Gumroad)
- b. Via organic search / recommended on Gumroad's.

-What are they thinking?

They are wondering if it's even possible that someone like him can make a change so apparently distant from reality now. They have a little hope on themselves, and a huge desire to become this new man, which is why they enter to search solutions for their problems.

-My best personal analysis of my copy's weaknesses and how to improve them

- After the first draft I got the feeling like the copy was decent, so I got an overnight distance break, and then today, after reading again, I get the need of adding one more line, or erasing one line or paragraph. This cycle repeats. This is probably because in my market research I gathered information about how they feel, where do they want to go, but not so much about how they evaluate their decisions and think, making me not be clear enough.
- After reading multiple times, I get the feeling that the body doesn't convey enough trust and all I can think of is moving the testimonials up to the body, instead of having them in the PS section.
- As it's a relationship product, I'm focusing on implementing subtly the signals of status, mating and love and belonging throughout my copy, but I'm not clear on how the reader would perceive them.
- This is more related to my market research: I found what their desires, pains, fears, beliefs and roadblocks are, but I don't know how to gather the information about how they think, how they decide to act or not, I went back to the bootcamp and listened to

the 'Who are they and where are they now' lessons again, and I found them helpful, because after that I went out and transcribed competitors' video testimonials and that gave me more information about their P/D/Beliefs, as well as some stories. I also went to the 'Launching an entire funnel with AI' lessons on market research.

Eventually I copied my market research to ChatGPT and asked it to give me the most common thinking pattern that this avatar might have. But I'm not entirely confident in that information, since it's been generated with a ChatGPT prompt.

- I understand that I might've made multiple assumptions, and that there're many things that I don't know that I don't know yet.

Copy Begins

THE MAN CAVE 2.0 - THE SPACE THAT ANY MAN WHO WANTS TO REACH THEIR HIDDEN POTENTIAL NEEDS

For every man who craves for a change in their dating life,

Every man who is fed up of constantly facing rejection, and is finally tired of letting fear dominate his life...

For the man who feels invisible, to the point that a woman looking at him for more than three seconds seems unrealistic...

But also,

For any man who considers himself brave, and committed enough to become the kind of man who is desired by the most beautiful women,

The kind of man who dates the most beautiful woman his peers cannot even dream of...

Yes, for any man who wants to have the **certainty and pride** that today he is better than he was yesterday...

And finally, for the kind of man who has **at least 1%** belief that in less than 6 months, he can:

- Be dating the most beautiful woman he has ever met, who truly loves him and is committed to him and to him only
- Become the most confident, charismatic, funny version of himself that his family and peers have ever seen.
- Have mastered how to Develop himself into an interesting man, with charisma and the ability to trigger curiosity in the mind of every person he talks with.
- Have acquired the ability to communicate and express himself in an easy, way

If this is you now, then in the next 90 seconds you're going to discover an unfair advantage that only a few understand correctly...

Ready?

WHAT IS NOT WORKING

Listen,

The man you see in your dreams, in your imagination... The man who is looked up by women, and his peers wouldn't hesitate on following...

He can exist.

He can be real.

But, for you to get there, and become that man (who is no one else but **yourself**),

There are some little things that need to change.

And positive change doesn't come by accident – it is cause and effect.

If you want to trigger a positive change, then you only need two things:

- **Knowledge:**
You need to know what actions you need to take
- **Consistency:**
You need to do those right actions daily, consistently, and take accountability

That's it.

If you do the correct things (and you know for sure they are the correct actions), and you do it consistently,

Then positive change is inevitable.

Let's put a Real-Life example:

Meet my (not so old) friend and former client, David:

- David was afraid of talking to women. He might see a girl on the tube, on the street, or on a coffee shop, and she might as well be on the other side of the planet.

There was NO WAY that was gonna work out for him in any way, shape, or form.

And as much as David might've liked her, approaching and talking to her was definitely not an option. He was too afraid to be rejected, be embarrassed in front of others, and not be able to express himself correctly.

How could David prompt different and positive results?

-Knowledge: He needs to understand that fear is coming from his lack of experience in approaching women, understand that there is nothing wrong about rejection (it's just feedback), understand that most people don't care if he's rejected or not, and he needs to learn the social skills necessary to present himself in a likeable way

-Consistency: David needs to force change, by acquiring the habit of socializing with people in general to sharpen his social skills, approach girls to overcome his fear of rejection, and overall take actions that force him to get out of his comfort zone.

If David learns the skills necessary to meet women and practices them consistently,
Then eventually he will become a master at talking to women (and people in general).

But let's be real: Change is difficult.

Changing by ourselves is not an easy task.

It is SIMPLE, but is not easy.

And what I mean by this is, you know what you should do, but staying consistent is often the biggest issue you can face.

Think of it like this:

👉 How many times have you said you're going to make a change, and then, you find yourself doing the same things three days later?

👉 How many times you've said you're going to stop a certain behaviour, and eventually, got back at it in less than a week?

Changing by ourselves can be difficult.

Knowing what actions to take is not enough,

Consistency alone is not enough,

What you need in order to find success in dating, is to know what actions to take, be consistent, hold yourself accountable, and get feedback.

As simple as that.

WHERE THE MAN CAVE 2.0 ENTERS

And, this is precisely the origin story of The Man Cave 2.0.

A sticking point I've noticed over the last 11 years of coaching men in their dating lives and self-expression is maintenance.

Maintaining 'doing the work', taking action.

So, I originally decided to create this group to help previous clients and friends with that sticking point.

But the idea has evolved as I see out there in the world a much needed authentic, fun, and safe space for men to have the opportunity to just be themselves and share freely and unfiltered.

The Man Cave 2.0 is where you will get the knowledge, feedback, and consistency to finally make the change you truly want, and **are willing to work for**.

WHO IS "THE MAN CAVE 2.0" FOR?

While everyone is welcome, the ideal member of The Man Cave is a man who:

- Yes, has the desire to attract and seduce beautiful women, but most of all, the kind of man who wants to **be** the man that gorgeous women would desire.
- The kind of man who is committed to doing the work prompted to make his life better – as easy or hard the tasks might seem
- The kind of man who is tired of getting the same bad results over and over again, and wants to once and for all, make things change rather than letting luck and hope decide for him.

'I WANT TO ENTER TMC2.0' BUTTON

HOW DOES IT WORK?

From start to finish, this is what you're going to get:

1. **Private Group**: You will immediately gain access to our Telegram hosted group, where you will be greeted in your new commitment by me and fellow members. Men who are on the same self-improvement journey as you.
2. **Weekly accountability reminder**: Once you join, you'll see in the last pinned message the weekly accountable reminder. You have one entire week to do one simple action designed to help you improve your dating life, and life overall.
3. **Weekly Live Q&A Video Coaching calls**: You can ask any questions yourself, or you can just chill in the call to watch other Man Cave members receive life-changing advice.
You can also participate in the Liberation Meditation in the final minutes of the call (more on that inside the Man Cave)
4. **Virtual Live Practical Training**: Every week, you go out and conquer your fear. You take the advice, action steps and the knowledge received and go out to apply it: You

face your fear of rejection and allow yourself to learn from approaching a woman. Don't worry, I'll be in your corner.

5. **Dating Coach in Your Pocket:** You are one message away from receiving the tailored advice you need for your personalized situation, you have me in your corner.
6. **A FREE 'Rejection Doesn't exist' 1-on-1 coaching call:** After your first month as a member, if you decide to stay, then we will set up a call to work through your biggest challenges in dating, and find what solution is best for you. In 1 hour, you will have a completely new perspective of dating.

And listen:

If you enter, and find out that TMC is not the right fit for you, no hard feelings. We wish you the best of luck,

But at least you'll **know** you've tried something new, and that you're on the right path.

Wish you the best, and hope to see you inside

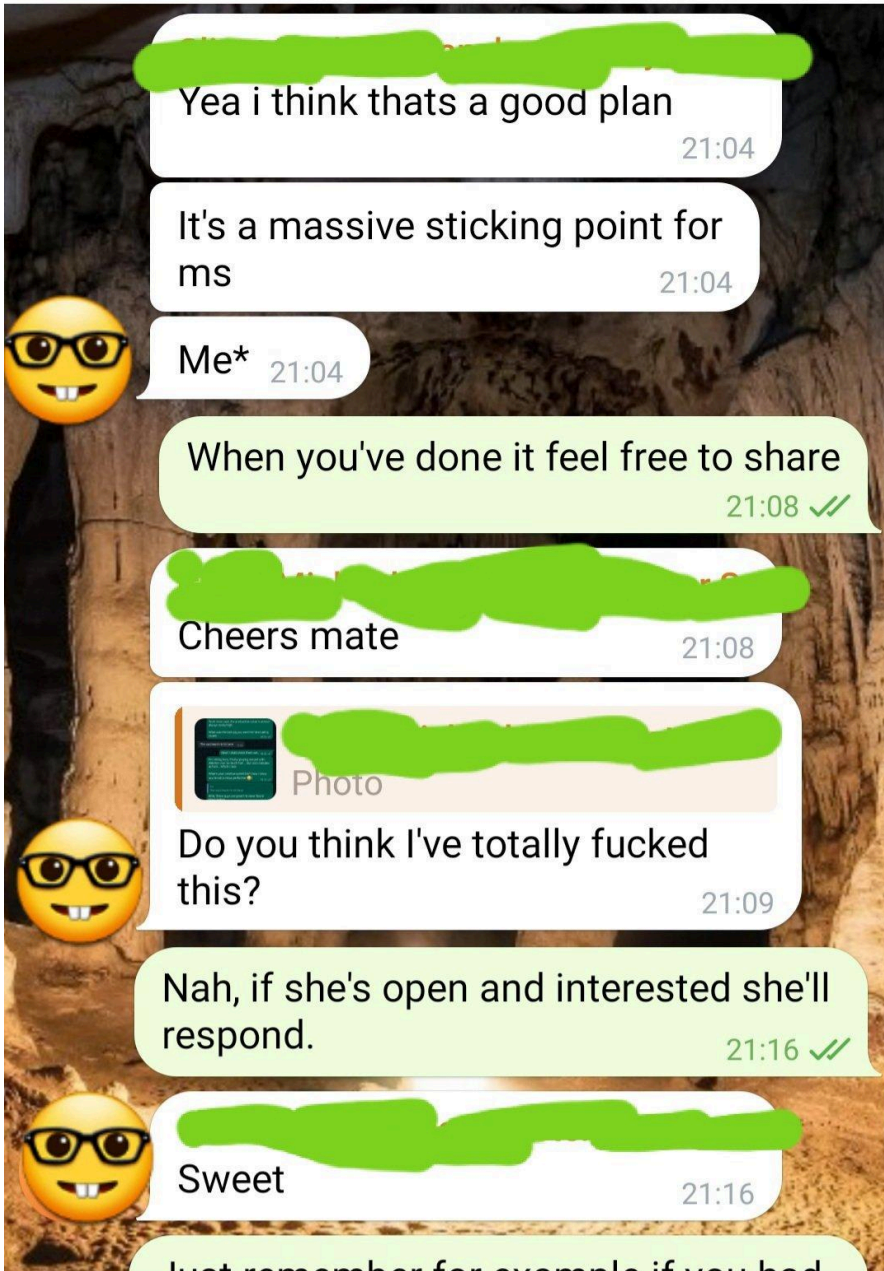
- Ashley

PS: Here is what some The Man Cave 2.0 members had to say:





  **Pinned Message**   *Weekly Accountable Reminder* ~ A...



February 29

Hi mate.. hope you're doing much better.

I'm going to drop out of man cave - I've actually found someone now. It's even love can you believe 🤔

Thank you for all the great advice and for getting me back on track 🙏

And I hope to see you soon. 😊

20:24

March 1

Hey [REDACTED], thanks and thanks for letting me know.

No problem and I wish you the best :).

Remember to keep dating her and generally lead 🤔.

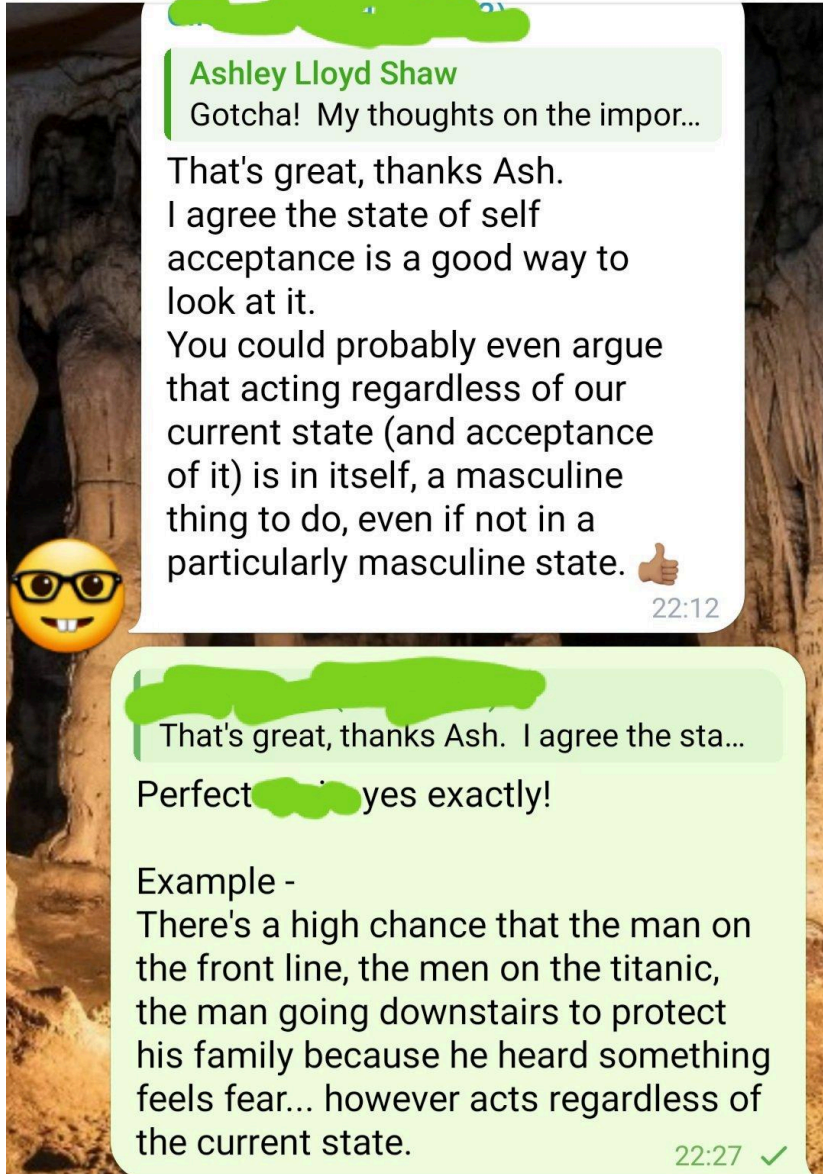
It was nice working with you 🙌.

10:18 ✓



Pinned Message

Weekly Accountable Reminder ~ A...



Ashley Lloyd Shaw

Gotcha! My thoughts on the impor...

That's great, thanks Ash.
I agree the state of self
acceptance is a good way to
look at it.
You could probably even argue
that acting regardless of our
current state (and acceptance
of it) is in itself, a masculine
thing to do, even if not in a
particularly masculine state. 👍

22:12



That's great, thanks Ash. I agree the sta...

Perfect yes exactly!

Example -

There's a high chance that the man on
the front line, the men on the titanic,
the man going downstairs to protect
his family because he heard something
feels fear... however acts regardless of
the current state.

22:27 ✓



Client
online



4 March 2022

Hey Ash. I wanted to drop you a message to say thank you. Yesterday was a big day for me. You pushed me through some amazing barriers and took my inner game to the next level. I was able to open in the evening without fear and got a few high quality detail exchanges... One of which came from the exact format I'd done with you during the day. It would be awesome to keep in touch. Have a great day bro :)

09:42