

4 QUESTIONS

- Who am I talking to (avatar)?

I am talking to both men and women in the age range between 25-50, with no or little to none options for growth and a paycheck in the industry they are working in, which he thinks is too small for the work he is doing.

- Where are they emotionally and mentally? What problems are they dealing with?

Emotionally he feels unappreciated and stuck, while mentally he often finds himself feeling depressed, anxious with low self-esteem. Because of his state others often see him as unambitious and fearful of making a step.

- What is the objective of the copy?

The objective is to make the client click buy the course.

- The steps they need to take? What do they need to believe, to imagine and to think?

They need to understand that the workplace they are at isn't actually helping them, it's keeping them in a place where they want them to be.

They need to believe there are other paths and even if they have tried and failed it is most likely, because of the lack of guidance and resources.

They need to be able to imagine earning the money while doing the same work or even less that they were doing at their job.

They need to think that this will actually help them, and make them jump from being depressed, to being powerful, confident, successful, competent and all of that while feeling a sense of purpose, new accomplishments, recognition.

SL: Are you underpaid for your work?

SL2: How to stop being underpaid.

You know your company is paying you less than what you deserve.

You feel underappreciated, stuck, sometimes even anxious and depressed while working.

nn

And companies want you to stay in that place, powerless making you live paycheck to paycheck while they make money off your back and you get paid pennies.

But you have the opportunity to change.

To feel that sense of purpose, grow your career, and start earning at least 5k a month.

A feeling of power, confidence, success, and competence, fill up your body while doing the same or even less work than before.

And for that:

- You don't need to have experience.
- You don't need a fancy little paper degree.
- And you certainly don't need thousands of followers to succeed.

And if I made 19 453 dollars in a month, then you can do the same.

But the question is:

Do you want to keep living paycheck to paycheck, working for people who make you feel unappreciated, anxious, and afraid to step forward?

Or are you going to take action, and become a person who is high-achieving, purposeful, and recognized by everyone who is around you?

And while it isn't your fault the lack of guidance and resources led you here

But it's your chance to change your future and achieve greatness with the first step being to click the [link](#).