

Normal notes:

- Identify **specific** customers
- It is important to know whether we talk to past customers, or new customers. It has a different approach
- Lot of unknowns is bad, gotta fix it:
 - Here's how: Identify the main reason why past customers decided to stop buying from us! "I'm not buying from this page because of X", if X is not solved they won't come in, because they'll still have a problem! Plus, always ask if a customer returns "Why did you stop ordering from us?" and "Why did you decide to come back?" etc. You have to know WHY they are doing what they are doing
- Asking WHY, understanding why people do what they do is the foundation of copywriting
- Look at the perspective of the customer: What is their life like? What challenges are they facing? What big challenges are they going to have? Why is it going to impact their life? And why should they care about my gardening/home e-com store's products/blog posts/ or my facebook posts?
- Knowing what you're selling super matters.
- Retargeting strategies are for long runs
- Make the AI writing process more conversational. Ask them what it needs in order to achieve the thing I want!
- Product is what YOU think, demand is what THEY think
- You want your copy to match their thoughts. If you don't connect every part of the copy to the reader's thought, they will bounce. If you want to match the copy, you can ask these questions BEFORE the planning: "What are the questions, what is the conversation they have in their mind?" "What questions will they have in the 1st part?" "What questions will they have as a result of the previous one?"
- Outline Andrew method: 1st "While the page is loading, what questions are they having in their brain?" then write down the concerns your customer have about your product/blog/post/etc.
- If we have a "What is this mechanism?" in their mind first when they go on our page, we can use this outline: 1st [Headline (dream state+tease mechanism)] 2nd [Image showing dream state] 3rd [Are you (relevance marker, so they can say yes 4th [Explain why problem occurs and connect it to mechanism] 5th [Reveal mechanism]
- There is another question as a part of the "where are they at now" is, "What have they experienced up until this point?" This is really important in the where are they at NOW because without it, you'll just shoot in the dark with the awareness levels
 - "How did they find the company?"
 - "Why did they decide that they subscribe/join this and that?"
- Focus on logical flow! (This is **one of my mistakes**, I remember from the reviews. SO I will work on this for one hour, after the WWP LDC notes!)
- It is important WHERE you catch your target between the "Where are they right now?" And the "Where do I want them to go?"
 - "What part of their journey does the 1st problem appear?"
- How to answer the "WIIFM" in the first sentence?
 - Immediately need to resonate with the target audience. "Hey, are you dealing with x problem?" (Showing the particular problem that they have NOW, OR

“Hey, there is a problem that lot of people facing that results in their anxiety, depression, blah blah blah blah

- B2B guys are humans too!
- Sales email outline based on awareness and roadblock/mechanism/product continuum
 - Start with a paradoxal question (e.g.: If everyone knows sleep is important, why do so few people have good quality sleep and do this while they know it is important for their healthy and longevity
 - Then 2 lines of dream and pain
 - Tease the fact that it is complicated!
 - It's not as easy as you might think, blah blah
 - Few simple [value, e.g.: 30 key habits] will fix it
 - Get these [value]
 - If one get one ingredient wrong, it may not be a cake
 - Get [desired outcome] connected to [old good experience]
 - Follow up with hero's journey
- You have to be able to think through the lens of the long form sales outline, and what they need to experience!
- There are times where your reader goes through the day with a higher pain/desire level. If this is the case, the best move is to find WHEN they are in this state, and put the ad/email/etc. in front of them. Try to catch them!
- There are some times in your market, where people in the market care about several things, not just one. In this case, in the 1st few copies, you should catch the group where are the MOST people, after you've showed them 1-2 copies, you can move onto the next
 - How to measure which group is the biggest? Test out the groups, and you will see after the test which one had the most (views, comments, shares, CTRs, etc.) depending on what is the goal. Of course, if the goal is to get in front of the biggest audience, that means you'll watch the view/impression count when testing!
- When your work in a B2B situation, you need to shift your focus on the tactical issues, rather than the emotional things.
- Finding USP (Unique Selling Proposition): It's about “why they choose you”. Ask the client “what makes you guys special?”
- Product market fit is matching up the product and the demand. Yes, maybe they want to know more about gardening, but that doesn't mean you have to create a \$850 course about it, because they (probably) won't buy! Match PRODUCT with DEMAND. This work with ads too, that's what you can learn about when you're still in the figuring out “what the audience really wants” with the ads. This applies to tik tok videos too!
- The hardest part of the equation is to figure out WHAT THEY WANT. Because the product is easy, you manage that... But the DEMAND part is the hard one, once you know that, you're golden!
- If you have a small audience or want to target a very small, let's say 50 people audience, you'll probably need to reach out to them in email or in some kind of way, because running ads is very risky in this case, you cannot target that specific. And if you want the medium sized, go for SEO combined with ads (so location based if you can) and only if you have a big audience you can sell to in the market, only then you

should try to sell in ads! So identify who we're selling first, how many people, then based on that information, make the best move possible! If needed, use the same 3 circle canva diagram Professor Andrew showed us, so you can explain it to your client!

- We can make a general ad for all the people in our target, targeting the bigger group. OR we can do several ads, each specific to the smaller target from the big group!
- How to identify and demolish biggest objections? EASY! Ask yourself "Why would they say no/not?" and then I have to DEFEAT those reasons they have in my copy!

Current state/Dream state notes:

- I need to know WHY do I want to go and shop from our store. WIIFM? What dream state am I getting from this
- How ordering from this shop/reading this FB post/Reading this blog will take me where I want to go
- Look at the perspective of the customer: What is their life like? What challenges are they facing? What big challenges are they going to have? Why is it going to impact their life? And why should they care about my gardening/home e-com store's products/blog posts/ or my facebook posts?
- I need to know why my products/Blog posts/Facebook posts/FB and Google ads are relevant and valuable for them.
- What is their problem/painful current state like?
- My customers do NOT want to be Gardening and furniture professionals, they want to solve their problems
- Mechanism is a basic solution, our products/posts/ads should be a Faster than the basic solution. It should get them from A to B faster! So the whole idea is "Hey you, people with a garden full of insects, you're gonna need some extra help! You're too far gone, I want to get you to a clean and beautiful garden FASTER, and the fastest way to do this is by pouring X type of spray on your plants, and you can buy this product from me!"
- We have to understand how ALL of this is connected together (Current state, Dream state, Roadblock, Solution, Product) before writing any copy. This approach allows the readers to understand the problem. Humans think about their problems, and this approach is the way they think about it on a subconscious level
- Understand difference between awareness and sophistication
 - Sophistication can depend on which chunk of the market you're targeting. For e.g.: Someone who searches "Chiropractor in Chicago" is probably stage 4 or even 5, but when someone scrolls on fb and suddenly sees a Chiropractor ad, he won't know what that is (of course, this is not a real life case, just an example). So ALWAYS look at where your target is. Where is your imaginary avatar right now? Both in awareness and sophistication.
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Bonus tactic: Use texts on the left when using client language/thinking, write your own, technical stuff on the right!