

What's the objective?

To get the reader (already on the website's homepage) to opt-in to this landing page. And in exchange, I'll send them 2 free gifts. Getting one step closer to ascending the reader up the value ladder.

1 - Who am I writing to? Who is my avatar?

I'm writing to a 45-year-old family man named Drew. He and his wife work a full-time 9-5 job in the midwestern USA to support their 2 kids.

2- Where are they now? What are they thinking and feeling? Where are they inside my funnel? Etc.

Now that I've gotten Drew's attention and aroused his curiosity enough to click the link, that link will send him to the homepage for the custom keto meal plan. Once there, a landing page appears on the screen.

3- What actions do I want them to take at the end of my copy? Where do I want them to go?

After reading the copy on this landing page, I want Drew to fill in his first name and email address so I can turn him into a lead and send him the 2 free gifts he opted in for.

4- What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What are the steps that I need to guide them through to take them from where they are now to where I want them to go?

I've already touched on the pain points in the previous copy, now I want to go more positive. (Describe how Drew will feel once he gets to his dream state, but remember to make it seem as though it's a goal that can be reached.)

These tools (the free gifts) need to inspire action. Fill him with a sense of hope—a sense of belief.

A belief in what, you might ask? The belief that...

"...this time it's different; this time will work. No wonder I couldn't keep my weight off in the past. I never took x,y,z into account, But now I know what it is I must be mindful of.

Sign me right up!!!"

Main Roadblocks: Drew is interested in what he thinks will be a permanent solution for his goal, but he's a little hesitant to purchase because he hasn't had any luck in the past keeping the weight off. *He doesn't want to feel like he got scammed again.* The solution will be to get him

to opt-in for 2 free gifts down below, with the hopes that it'll help arm him with information he should know before going any further.

Weaknesses and how I can improve it:

Each fascination/bullet point doesn't sound confusing or irrelevant. But there's something about them that seems a little...boring. I think I can word them better to put some excitement into them.

Download our FREE PDF "Keto for Complete Beginners" mini-guide & Food Journal

Develop Superhuman Energy Levels on Keto for complete beginners

- Get in the zone to detox, reset and cleanse your body, burn fat, and maintain your goal weight
- Avoid the most common pitfalls- especially when you're first starting out
- PLUS tips & guidance to blast through them with ease EVERY...STEP...OF THE WAY
- AND... our 21-day *"If you bite it, you write it"* food journal

First Name:

Email address:

CTA: Send them over!

About the Author

Dr. Eric Berg DC, discusses the truth about getting healthy and losing weight. He specializes in Healthy Ketosis and Intermittent Fasting. He is the director of Dr. Berg's Nutritionals and a best-selling author on amazon.com. He has conducted over 4800 seminars on health-related topics and trained over 2500 doctors worldwide in his methods. Dr. Berg breaks down confusing, complex health topics into easy-to-understand, usable knowledge.