

Piece of Copy

Notes:

- Using **BIG BOLD RED LETTERS** to grab attention.
- Targeting other fighters, seems like experience level of the reader doesn't matter.
- Promising big results for little efforts, using phrases like "Instantly Dominate & Humiliate" and "You can learn it *almost overnight*"
- Good use of bold letters, highlighting words like **SEALS**, **DELTA**, **Spetsnaz** (special force groups), **quickly**, **instantly**, **pain and fear**, etc.
- Conveying authority by mentioning he trained with elite fighters from special force groups.
- Inducing fear by using words like "...and the losers often end up **permanently crippled**". Meaning if you don't want to end up badly hurt and you want to do the hurting you would want to learn from this guy they're talking about (Tom Proctor).
- Using social proof by describing his track record and how he beat world class fighters.
- They are using the "unexplainable/mystory" method to build more intrigue by describing how Tom Proctor is usually older and smaller in size/weight beating world class fighters much bigger than him. People would want to find out more if they want a proper explanation.
- Using Visual Sensory Language: "...so huge the ambulance guys couldn't get the straps around his chest". Good visual of how big the defeated opponents are.
- Using bullet points to show some of the things they will be learning ("quickly"), and demonstrates signs of authority with how long the list is.
- Reducing risk by offering a "3 month money back guarantee".
- Offering Free Value as a Special Report/Guide teaching people how to "read" a person with a single glance.
- Adds urgency by saying they only have 11 days left to claim their free gift when subscribing.

List of questions for when analyzing different copy examples: (after reading and taking notes)

-How the author of the sales page, ad, or copy is trying to influence the reader?

The author is using Fear and the opportunity to overcome it to influence the reader. Meaning if you don't know the knowledge/skills this guy is teaching you will get hurt badly in any kind of fight (self-defense or professional). This can induce fear of not wanting to get hurt, and being able to handle opponents much bigger than you.

- Who do you think the ideal target market for this product is?

The main target would be fighters, but they are also targeting the average Joe (for self defense)

- Create an Avatar that embodies the target market you determined. List out some of their qualities.

Avatar #1: The Average Joe

Let's call him Chris. Chris is somewhat of a regular guy, average build, not muscular but also not really fat either, just regular. He works an office job pushing papers, he wish he could do more but can't seem to find the courage to stand up to his boss and ask for a better position or raise.

Avatar #2: The Amature Fighter

His name is John. John trains everyday and has had a few amature fights, all losses. He continues to fight because he loves what he does, he appreciates Martial Arts and the principals it teaches him. However, he learns that appreciation alone won't get him to beat the "better" opponents, he knows he has to improve his skills but he just doesn't know how.

- What are the pains and frustrations your avatar is experiencing?

Avatar #1: Possibly experiencing frustration due to a lack of self-confidence. Not knowing how to fight, defend yourself physically so he ends up taking shit from most people. Could also be experience "sexual" furstration, no self-confidence usually means he's getting no attraction from the opposite sex.

Avatar #2: Doesn't want to continue losing, the pain of his pride is greater then the hits he takes. He doesn't get the respect of his peers.

- What does your Avatar desire? What does their dream life look like?

Avatar #1: Exuding confidence whenever he walks into any room. This confidence allows him to command more respect in his job, allowed him to ask for that raise/better position, and he wouldn't be shy talking to women anymore.

Avatar #2: Becoming a champion in his class. Winning against stronger opponents, and gaining the respect (and possible admiration) of his peers. He'll be proud of his fighting ability.

- What is the key Roadblock keeping your Avatar from achieving their Dream State now?

Time and Money is always a big roadblock when it comes to learning something new or improving your current skills. If you are not physically able to do something then that would be a legitimate roadblock, from which you actually wouldn't be able to train, at least not to a persons full capacity.

Another roadblock in this case could be Pride. A fighter could be too proud which can lead to arrogance, and would eventually keep them from wanting to learn more or get better.

- What is the Solution that will allow the Avatar to achieve their Dream State?

Drop the pride. Easier said than done, but possible nonetheless.

The ad mentions a good fix for both Time and Money roadblocks. For time, it mentions that what he teaches does not take a long time, can be learned quickly, and very few practice time within each training session. And for money, there is a 3 month money back guarantee, plus they get a free gift.

- How does the Product make it easier for the Avatar to implement the Solution and achieve their Dream State?

Yes, mentions how quickly they can start beating people twice their size.

- How do they establish trust with the reader?

They add social proof, testimonials from past students, offering a free value, and money back guarantee can also be factors for establishing trust.