

Squats: <https://rumble.com/v4vcs26-squats-15.05.2024.html>

Context: These are promotional tweets I want to test out to get opt-ins for my own newsletter and grow my following on X, I want to test three variations and then pin the best one to my profile

Disclaimer: Thanks for all the reviews of my copy so far, I really appreciate it guys

Sophistication Levels: 4

Market Awareness: 3

What kind of people are we talking to?

- Men or Women? Both
- Approximate Age range? 20 - 50
- Occupation? Business owners
- Income level? Medium to high
- Geographical location? Anywhere

Painful Current State

What are they afraid of?

- That there will be no customers on their website and buying from them

What are they angry about? Who are they angry at?

- They could be using some FB or other ads but then they struggle to convert them

What are their top daily frustrations?

- They have no idea about how to market to their target audience

What are they embarrassed about?

- They have no idea about how to market themselves in an effective way

- What roadblocks do they face?

- Not knowing much about advertising or marketing
- When they sit down to learn more about stuff like marketing they get bored the fuck out with different articles

Desirable Dream State

If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?

- Their revenue would be growing daily and they would keep their customers for long
- They wanna get more customers
- They want freedom, flexibility in time, can do what they want when they want
- They want FUCKING SALES

- Who do they want to impress?

- Their mother
- Their girlfriend

- How would they feel about themselves if they were living in their dream state?

- They would feel like someone who can easily provide for his family without having to worry about spending too much money

- What do they secretly desire most?

- They want people to look at them with jealousy

- If they were to describe their dreams and desires to a friend over dinner, what would they say?

Values and Beliefs

What do they currently believe is true about themselves and the problems they face?

- They would rather work 60 hours a week for themselves than 40 for someone else

Thresholds: (For this I'm gonna assume they don't know about me and it's one of the first posts they see from me)

"Worth it?" Threshold (on a scale from 1 to 10): It starts at 3 and must get to 8, I take care of this by making a big promise in the hook and then dropping fascinations within the bullet points

"Does the idea work?" Threshold: Before reading they're at 1, to trust that what I'm telling them is true they must be at 4 because they will take free stuff even if they're not really that sure if it works, I take care of it by presenting a unique mechanism, talking with personality which increases the credibility of mine and I give this for free

"Do I trust this guy enough?" Threshold: Before reading they're at 1 or 2, I need to get them to 6, I do this by writing with character and personality and

Where do I want them to go?

I want them to like the tweet, retweet it and comment. Then they'll get an automated DM from me to an opt-in page where they'll get the lead magnet.

What are the steps to get them from where they are right now to where I want them to go?

1. Catch their attention
2. Promise a big result
3. Tell them I'll give something for free
4. Include some humour
5. Tease what they're getting
6. CTA

What are they thinking?

"Damn, all of this business shit is a whole fucking burden, why does it have to be so hard and boring?"

Where are they emotionally and physically?

Emotionally they're feeling exhausted and bored by their business a little, they wanna relax slightly while not being lazy. Physically they're just scrolling on Twitter or have just visited my profile.

Where are they in the funnel?

They either see my tweet for the first time or see it as a pinned tweet on my profile.

Personal Analysis:

- One thing I've discovered is that I don't use testimonials in these tweets but I decided that a better idea would be to just tease the idea and then use testimonials on the opt-in page they'll get to their DMs, is this the right move?
- In the second variant I'm not sure if the humour I used is not too much for my target market
- I think that these tweets might be too little outrageous but at the same time I don't want to make them unprofessional, I've fixed this slightly by including more personality in these but I'm not sure if I can be even more extreme with my humour or views

Problem: They have to spend a lot of money or time to get little to no returns from their business, they want something with higher leverage

Solution: Increase their funnel's ROI by including upsells, order bumps, etc.

Product: A free pdf teaching them in a fun way what they can do to increase the ROI (it basically shows them how to use the solution)

THE COPY:

#1 Variant:

Here's how you can maximize the ages-old ROI with my new „Agenda Setting” marketing method

To make sure you get higher return from little effort while standing out from your competition

In this FREE training, I'll show you

- How a 4-minute „tick” can take your average order value from \$7 to \$30 in no time
- Why a few emails scraped together while you sip your coffee can triple your ROI
- What exact no-bullshit systems you must build out to retain customers while selling to them again and again

To get it today:

- Follow me so I can DM you
- Retweet this post
- Comment „ROI”

#2 Variant (my favourite):

How this new breakthrough „Agenda Setting” method of increasing ROI can triple your business in no time...

By taking you (for free) into my world of mind-bending stories that would make your girlfriend wet I'll show you:

- How a 4-minute „tick” can take your average order value from \$7 to \$30 in no time
- Why a few emails scraped together while you sip your coffee can triple your ROI
- What exact no-bullshit systems you must build out to retain customers while selling to them again and again

To get it today:

- Follow me so I can DM you
- Retweet this post
- Comment „ROI”

#3 Variant:

If you're an entrepreneur and want to get higher leverage on anything you invest into your business whether time or money

Then this new crispy „Agenda Setting” method of increasing ROI (that I'm giving away for FREE) will show you:

- How a 4-minute „tick” can take your average order value from \$7 to \$30 in no time
- Why a few emails scraped together while you sip your coffee can triple your ROI
- What exact no-bullshit systems you must build out to retain customers while selling to them again and again

To get it today:

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