

Give us the whole context.

This is a VSL for an early birds list sign-up for a pre-launch of a paid community called Venture Vault. It will teach people how to create a personal brand and start their business alongside it. It is aimed at wantrepreneurs. This VSL will be in the top of a sales page.

The influencer himself is 18 years old and has a friendly, casual tone. The goal here is to sell without being salesy.

What type of business/niche are we talking about?

An influencer selling his paid community about building a biz and scaling it with your personal brand

Tell us what product your client sells.

A paid discord community where people will be able to watch courses and hop on live calls, interact with each other and network. Kinda like TRW

To send a link to the client's website and social media accounts.

<https://www.instagram.com/creatorrrsmith/>

Instagram

<https://creatorrrsmith.ck.page/80a5b52f1e>

Lead magnet for email list (450 people there as of now)

He also has a TikTok and YouTube but they are small and inactive

Tell us what your client has tried before (why did it work/why didn't it work?).

He hasnt tried anything yet

Tell us every measurable metric the client's gotten somewhat recently.

About 10k views and 700 likes per post

Tell us what his current revenue is.

2.5k/month from coaching he only advertised it on his story. It costs 50\$/ hour and he wants to make it a long term thing instead a one off thing

Tell us the source of your client's attention (with numbers for attention).

Instagram. 27k followers, 10k views per post, 700 likes per post.

Email list - 55% open rates, 400 ppl

## Winners writing process

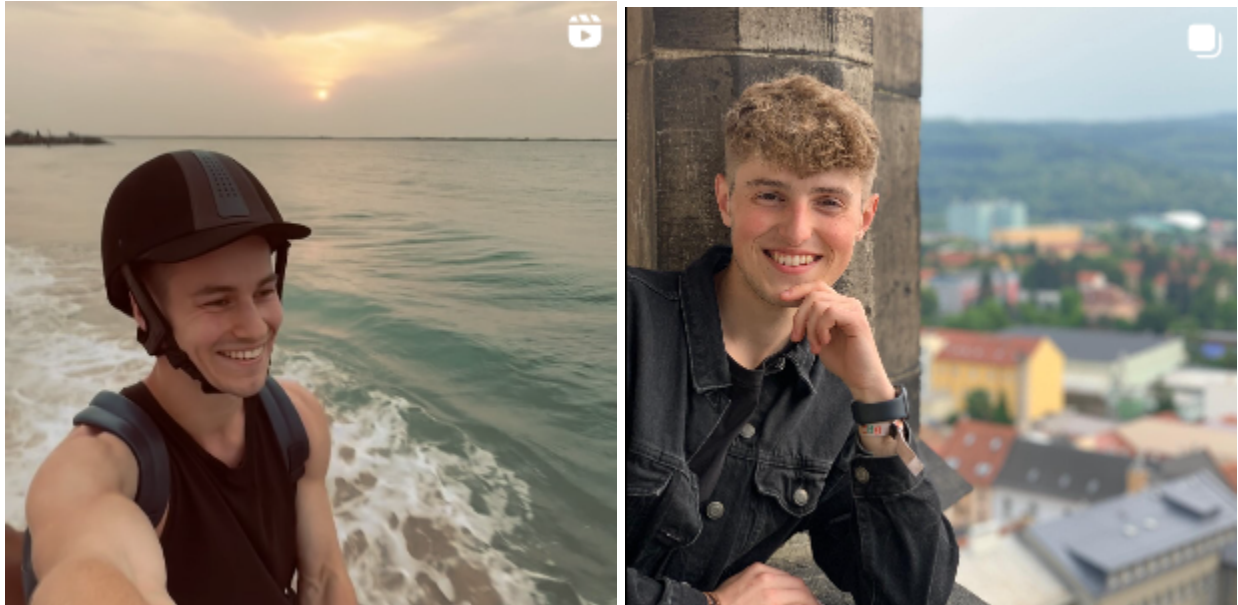
What specific business objective am I seeking to accomplish with this project? Why is it important?

I need to create a high converting funnel for Joe and help with customer retention. It is important because despite the amount of attention he gets, his revenue can 10x with a good funnel.

*What part of their online presence/funnel is needed to achieve this business objective?*

1. Get attention via IG
  - a. Funnel via stories
  - b. Funnel via Highlights
  - c. Funnel via Posts + captions
  - d. Email list → sales page
2. Sales page
  - a. VSL
  - b. Match sophistication and awareness with copy
  - c. Social proof

# Who Am I Talking To?



Mostly men, 18-24 years old in first world countries such as UK, USA, Spain, Australia. They either are looking to start a business or have already started (Beginners), but they feel lost. Their follower count isn't going up as they expected and the newbie excitement is dwindling

## *Painful current state:*

Malow's hierarchy - Status, feeling of accomplishment (Esteem)

They don't want to work a job for an hourly wage after seeing all these influencers make 100x the money while seemingly having the time to do anything they want.

They feel like they are nothing, and they hate it. Their business isn't taking off.

Self-fulfillment

They understand that they get only one life, and they hate the idea of spending it working for someone else, for a mediocre salary

## *Desirable dream state:*

Desired and respected: They want others to think of them as better than them, even be slightly jealous. They want people to listen to what they have to say, and do not want to be lonely.

Free: They want financial and locational freedom. They want laptop money. Getting stripe notifications while they're in a beach in Bali.

# Where Are They At Now?

## *Market sophistication and Awareness*

### ***The market awareness is at stage 3***

“People are trying to scam you oh god, that Andrew Tate guy promises you millions, I am genuine and will teach you how to start for real”

### ***The market sophistication is at Stage 5***

Identity play: I just want to be free have time and dont know where to start, so this will be easy and not create huge claims

### **What are they thinking?**

They are interested to see what this relatable influencer has come up with. They do it carefully because of the high market sophistication. In regards to their own life, they're not satisfied with their business progress, they want more followers and success.

### **Where are they in a funnel?**

They came to this landing page from an IG story after following this influencer for a while or from his email list, to which they sign up in order to get a “free instagram roadmap”. The vibe of the free guide was also very simple, honest.

### **Where are they emotionally and physically?**

Emotionally they might be tired of not getting any views on their small brand videos OR they could be tired of just waiting for the perfect moment and want to start a biz.

Physically- in their home, scrolling

## *Trust, certainty and pain - in Canva*

[https://www.canva.com/design/DAGG4dE4FGI/PnA65mC7zPym9BCt\\_TW0uQ/edit?utm\\_content=DAGG4dE4FGI&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAGG4dE4FGI/PnA65mC7zPym9BCt_TW0uQ/edit?utm_content=DAGG4dE4FGI&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

## *Where I want them to go?*

I want to increase their belief in the mechanism, their pain/desire and trust in the influencer, altho the trust is quite high

*What are the steps I need to take them through to get them from where they are to where I want them to go?*

I want to crank their pain ever so slightly, be honest to increase trust in Joe, and use social proof in order to increase certainty in the mechanism

### **How will I get their attention?**

By matching the level of sophistication and creating an identity play: I don't want millions I just want to get started, maybe get 5k/month without getting scammed by some shit influencer

Look for good examples of top achieving companies who have achieved similar objectives you can model

Done

Pick an established framework

Done

## Reader's roadblocks and the solution/mechanism

The reader is overwhelmed by the amount of courses on how to get rich. He wants someone honest that will help him instead of lying about insane amounts of money. He is lost between all of the business models.

The solution: Joe. He's honest. He's just like you. And he'll teach you about the new trend - personal brand. Because it doesn't matter what biz you do, a personal brand will make you money. It's a paid discord community which teaches this.

## Personal analysis:

I'm not sure whether I won't trigger the sales guard here still. I tried to go with the identity play since the market is at stage 5 sophistication. The flow could be improved without messing up the structure, and I'm not sure whether I create enough trust in the mechanism. Since this is a pre-launch, we don't yet have any social proof other than Joe's own results - 20k followers in 2 months.

I attempted to fix these weaknesses by making the claim: Make your first dollar online and making negative claims about the product such as "you probably won't make 100k/month asap", etc.

I attempted to improve the flow by reading the copy out loud and rewriting it.

I am not sure how I could improve the trust in the mechanism.

## VSL COPY (1ST DRAFT)

Time's up. It's time for you to stop watching other people win while you wait on the sidelines, failing year after year. If you want to make your first 5000 dollars online from absolute zero then this might be the most important video you'll see in 2024.

Now, if your goal is to earn 100k/month and drive fancy cars... I can't promise you that. I'm not going to be one of these gurus who make insane claims and never deliver.

What I can promise you, is that you will make your first 5k from your laptop, as long as you are actually motivated and are willing to spend at least 45 minutes daily implementing the lessons I teach.

These lessons will get you started towards having financial, locational, and time freedom - traveling wherever and whenever you want while making money from your laptop. Maybe even on your first steps towards that crazy 100k/month mark!

So how are we going to do this? Well, first, you'll go through the 3 stages of my course. I'll show you how to PICK your business, if you are confused about which model to choose, make your first 5000\$ with it using the most up-to-date strategies, and then scale this business to 2k/mo, 5k/mo, or even 10k/mo even if you have tried and failed before many times. I can say this confidently because it took me years of trial and error before I discovered this method which allowed me how to build and monetize my business insanely fast. But before I reveal more, I first want to tell you why I created Venture Vault.

I don't know about you, but I have always \*hated\* the idea of working a normal job. Living the same day over and over again just to make a fixed amount of money was killing me inside. But starting a business was also really confusing because everyone and their grandmother are promoting some "new business model". And the

dumbest part is - the influencers who teach you these business models aren't even in the same industry. They tell you to do dropshipping, copywriting, or some other stuff while they only make money out of their personal brand.

That's because having a big social media following is the thing that's working right now, in the current market. It doesn't matter if you want to be an influencer, an AI agency owner, or open up a local kebab shop - once you gain enough followers, you'll have money on demand without having to spend 4 hours sending outreach DMs or wasting 100\$/day on ads. Trust me, I've tried. However once I discovered personal branding, I realized that all you need in order to grow your business is to learn the right frameworks and content-creation strategies. But, if you tried that by yourself, it could take many years to do it.

And that's exactly what Venture Vault is for. Inside this community, you'll get the social media strategies that I used to gain over 20,000 followers and reach 2k/month in just 2 months handed to you on a silver platter, without needing to go through years of trial and error like me.

You'll also have private calls with me where I'll answer all your questions and point you in the right direction. As a cherry on top, there will be channels for networking with other business owners. Here you'll be able to partner up, and work together!

Inside the courses section, there are the 3 stages I teased at the start of the video: The first is Company Builder. Here you'll learn how to start your own online company and set it up for success, without running into legal hassles or other problems in the future.

Now, most people don't realize this, but it doesn't matter what business you're in, it's all about turning your skill into profit, which is why the second course section is the client acquisition universe. Here I'll teach you the most modern and efficient ways to acquire customers for your business without sending thousands of outreach emails while sucking up to your prospects. You'll learn how to actually get paid, and then, you'll go to stage 3 of the course: Building and Growing Your Personal Brand.

There, you'll scale your business by growing your follower count, just like me! Alongside that, I'll teach you the business principles I've learned from my times of making 10k/month running an influencer agency.

Now, I'm going to be honest. 90% of the people who enter will not achieve 20,000 followers or 10k/month as fast as me. It takes a bit of luck and hard work. But if you're not brutally lazy, you'll learn skills that will be useful for your entire life and get you

started on your business career. And as long as you stay consistent and complete your daily tasks, you're guaranteed to succeed.

This is one of the most life-changing projects I've worked on in a while, and probably the most affordable one I ever plan to release.

But I'm allowing only 30 people to get in for now... That is because I want to make sure I get your feedback and give you my complete attention before I share it publicly.

So, the way I see it you have 3 choices: you can close this site and keep scrolling through Instagram reels. Everything stays the same.

You can also try to start a business by yourself, watching YouTubers, who tell you to use fancy hashtag strategies, post at specific times or whatever...

while they collect money from ads every time you watch their videos.

Trust me, they DON'T CARE if you ever succeed.

In fact, in their eyes, it's probably better if you don't.

Just think about it: if your posts finally start getting thousands of views, then you stop looking up their videos...

And then they stop getting paid!

So your third choice is to enter your email to guarantee your spot in Venture Vault. You'll successfully make your first 5k online and save months of hitting your head against the wall because your reels don't pop off and you don't know why. Just type in your best address and talk to you in your email inbox!