

Copy Breakdown

11-22-23

You're ability to break down copy, like most things in life, depends on the quality of questions that you ask yourself

- 1) What is the objective of this piece of copy?
 - a) This FB ad aims to hit the reader's pain points about not understanding how to optimize social media the best they can. Plus, it gets the reader to opt-in to the funnel to join the course or buy some explanation on 'the secret way to optimize their social media'.
- 2) What is the writer doing to accomplish this objective? Why does it work? How could they do it better?
 - a) The Writer is doing this by creating pain points inside the reader's mind, such as "And if you don't know how to **optimize your profile**, you're missing out big time." Isolating this example out of the whole text, the writer could do a better job by wording this line more in a *suggestive* way instead of saying the sentence as a statement.
- 3) What mistakes are the writer making keeping them from achieving their objective? How could they fix these mistakes? How can I keep from making these mistakes myself?
 - a) Two major things are holding back the full potential of achieving the objective of this copy:
 - i) Firstly, the ad has a link at the top, which can lead to supposition inside the reader's mind.
 - ii) Secondly, the hook isn't super grabbing of attention. To go along with this, without reading all of the text in the ad, the ad may look daunting to anyone not used to reading so much text at one time.
- 4) What would the reader feel as they read this piece of the copy?

- a) As the reader, I feel that some pain points are being targeted, but the whole copy is dry. There's very little emotion evoking words or sentences.
 - i) But if the perspective is flipped, the theoretical reader is desperate for what he's promoting. The text can invoke enough emotion for the reader to act.
- 5) What lessons from the Bootcamp do I see at play in the copy?
 - a) N/A

When you comment on a piece of student-submitted work, answer all five of these questions. It's easy to be a critic. Making constructive suggestions is harder and more valuable to you and your fellow students.

***EXAMPLE AD COPY
ON NEXT PAGE***



Tudor Gabriel

Sponsored · 🌐



👉 <https://www.leadsfortress.net> 👉

Highly targeted source of Leads & Sales that you didn't even know existed...

Social media profiles **aren't loud and flash** like video marketing or in-your-face like paid traffic and ads.

The truth is, there's a **COMPLETELY UNTAPPED** stream of potential customers traffic clicking and viewing your profile at any given moment.

And if you don't know how to **optimize your profile**, you are missing out BIG time!

Want to learn how to harness that traffic stream in a way that generates leads and sales - WITHOUT having to pay for visitors?

I've now packaged the whole strategy into a proven system called **Leads Fortress**.

It's a simple targeted strategy I implemented, using nothing more than my social media profile.

This system **EVEN** works for people who are:

- ✓ Non-tech savvy
- ✓ Don't have a huge following
- ✓ Have never launched an offer before

Want to learn how it works?



Write a comment...

