

Who am I writing to?

- I write to local business owners who need aid marketing their business. These people are too busy focusing on the main aspects of the business and barely have any time to focus on putting their brand in the faces of people.

Where are they now? What are they feeling? Where are they inside my funnel?

- They are looking for a solution. They have seen an opportunity to solve their problem via an ad that I uploaded on social media. (They could also know about the product because I cold-called them or via email.)

They see a solution to their frustrating problem of not being able to handle both sides of the business at once, and now feel hopeful that they've found a solution. This is when they click the ad and enter my website where I display the copy below.

They are at the start of my funnel → Lead magnet

What actions do I want them to take? Where do I want them to go?

- I want them to read the copy and go through the persuasion cycle. As a result, they opt-in for a free consultation where we get to know each other and I become familiar with their situation.

The entire purpose is to get people to raise their hands if they need assistance and get in touch with them.

What must they experience inside 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?

- They will experience the persuasion cycle by going through different parts of the website. Getting their attention → Revealing a problem → Amplifying it → Positioning my brand → CTA

First, we will get their attention with a claim that is attractive and conveys opportunity → Then we will reveal their problems and the "solutions" they currently have. → After that, we will position ourselves as the optimal vehicle to reach that desired state (Mega Earner) → We will justify WHY we are the best option → and end the copy with a CTA that offers a **Free** service.

Roadblocks and solution mechanism-

The roadblock that my audience is experiencing is that they don't have the time or skill to market their business effectively. This is causing them to miss out on customers, they recognize that this is something that is affecting them greatly.

This is when I come in and present my product; a local marketing agency that will create an actual face-to-face relationship with them, and help them scale their business to the next level.

Personal analysis- I've revised my copy multiple times. And eliminated all the minor errors I've found.

I'm struggling with finding with the correct underlying meanings to shorten my sentences, I am still working on that and creating new variations each time I come back to my copy.

Please let me know what I am not noticing and how I can be more effective driving home the main message of each point. Thank you.

Have I tested the copy?-

- No, the first test will be after I get a review and make adjustments.

Current and Dream State-

- These business owners are frustrated, they want to increase their revenue and earn more through their business. They are getting a good amount of customers but they would feel much better if their business was more popular than it is. Especially in a small town. This is why they hire crappy guys or have employees take charge of their social media and overall online advertising, but these guys can't produce real results.

Their dream state is to have a business that is running smoothly, and being advertised through social media, the radio, etc. They have a large customer base who love their products and continuously talk about them online. Since most of them are not too familiar with social media, they have someone to take care of that aspect of the business and handle the marketing. They trust this person and are happy with the results they are getting from making a marketing investment.

The value ladder / sophistication / Value equation element:

- This option is high in their **value ladder**, they know that more popularity means more clients. And what business owner doesn't want that?

Since we will start with a discovery project, over time they will see how the value increases. (which is something they might imagine from the beginning)

- In terms of sophistication, the majority of business owners know about the problem of not having good marketing. They know how great their business could be if they had the right marketing, but on the other hand, some business owners aren't really worried about this. They feel like they are doing fine. Which is why we agitate the pain in one of the sections. Overall, both parties know that marketing is an essential component of any business.

**VE: Mega earner X Likely due to professional services /
Not far from now & Investing in services**

What are they thinking?

Where are they in a funnel?

Where are they emotionally and physically?

- Their mind is currently dealing with a problem regarding the business or busy making sure everything is running smoothly
- In my funnel, they are unaware of the solution (Initial steps) → The objective here is to catch them and increase their sophistication levels regarding the problem and solution
- Emotionally: Stressed, with a lot of things in their mind. But also happy they have something going for themselves. Physically: Probably in their office or the business itself

AIKIDO PUSH UPS LINK: <https://rumble.com/v4c65lu-aikido-push-ups-208.html>

HEADLINE: →

MORE GROWTH
MORE CLIENTS
GUARANTEED

SUB HEADLINE: → YOU HANDLE BUSINESS
AND WE HANDLE MARKETING. TOGETHER,
WE'LL TAKE YOUR BUSINESS TO THE NEXT
LEVEL.

CTA BUTTON: → LET'S DO IT!

PROBLEM: → MARKETING IS IMPORTANT. BUT
SO ARE THE 99 OTHER THINGS YOU HAVE TO
GO AND TAKE CARE OF AS A BUSINESS
OWNER...

AGITATE: → SO HOW DO YOU POSSIBLY
SOLVE THIS PROBLEM?

MARKET IT YOURSELF?

- SURE, YOU CAN GET YOUR HANDS DIRTY AND DO IT YOURSELF. BUT WHO WILL KEEP THEIR EYES ON THE BUSINESS?

HIRE NEW STAFF?

- TEACHING SOMEONE TO MARKET IS ALMOST IMPOSSIBLE... AND EXPENSIVE

EVEN IF YOU FIND THAT “PERFECT EMPLOYEE” YOU’RE STILL LEAVING YOUR BRAND’S SUCCESS IN THE HANDS OF 1 PERSON!

HIRING A CORPORATE AGENCY?

- THIS IS THE BEST OPTION! IF YOU COUNT WITH A LUCRATIVE MARKETING BUDGET OF TENS OF THOUSANDS OF DOLLARS A MONTH... IF NOT, BE PREPARED TO HAVE YOUR MARKETING MANAGED BY THE INTERN OF THE AGENCIES NEW ASSISTANT.

SOLUTION: → “SO WHY SHOULD I CHOOSE YOU?”

- **GUARANTEE:** WE ONLY WIN WHEN **YOU** WIN. THAT IS THE BASIS OF GOOD COOPERATION.

WE WORK TOGETHER, SO YOU DON'T BEAR RISK AT ALL.

- **RESULTS:** OUR MAIN PRIORITY IS TO ACHIEVE RESULTS FOR YOU AS SOON AS POSSIBLE.

LESS PROMISES, **MORE RESULTS.**

- **LOCAL:** WE ARE NOT HIDDEN IN AN ANONYMOUS CALL CENTER 7,864 MILES AWAY.

WE WORK LOCALLY, SO YOU CAN FIND US IF YOU NEED US.

- **SPECIALIZATION:** YOU GET THE BEST RESULTS FROM WHAT YOU DO BEST.

WE ONLY WORK WITH INDUSTRIES WE CAN **GUARANTEE** RESULTS FOR

CONTACT FORM: → CONTACT US FOR A FREE CONSULTATION:

- LEARN HOW TOGETHER WE CAN TAKE YOUR BUSINESS TO THE NEXT LEVEL. JUST FILL OUT THE FORM BELOW AND LET'S GET FAMILIAR WITH YOUR SITUATION.

NO SALESY CALL, NO ANNOYING PROMOTIONS, WE'RE BOTH HERE FOR A QUICK AND EASY PROCESS.

