

## PAS ADVANCED COPY REVIEW

### Rumble 100 pushups-

<https://rumble.com/v42apzb-100-push-ups-for-copy-review.html>

**Context:** This piece of copy is for a client whose emails I have been running for 2 weeks. Most of the emails are pure value emails like a newsletter. It focuses on building and nurturing a relationship with their audience. My client has 26k followers on Instagram and his content focuses on the self-development niche.

**Purpose of this email:** To continue building and nurturing the relationship with the audience by giving them something valuable to read. The email includes a soft sell at the end in the P.S. section.

### Four questions:

Who am I writing to:

- My client told me their content is more catered towards Men who are 18-25
- They are marketing toward the Men who aspire to live a wealthy lifestyle, get in the best shape they can physically be in, and Men who want to create their success by running their own businesses.
- Right now the Men are procrastinators; constantly saying they want to live a good life with the 3 factors above, but they do no work to make that happen.

Where are they right now:

- Right now, the reader of the copy is in the lead funnel stage. They have signed up for the 10% off their first purchase discount on their website, which also gives them access to the weekly newsletter. They have not purchased anything from the website yet.
- The reader is reading the weekly valuable newsletters, so the relationship is nurtured between the brand and the reader.
- The reader's biggest roadblock is that they are procrastinating from taking any action in starting a business and becoming the best physical version of themselves.

Where do I want them to go:

- I want them to be nurtured with the brand through a valuable email newsletter and then sent to the website to purchase the product which is a Routine Mastery to guide you on your daily routines to become a successful individual.

What are the steps I need them to go through to get them where I want them to go:

- The pain of procrastinating that they have died down emotionally must be reignited so they know that it is not okay that they keep procrastinating.
- They need to read the whole newsletter to know that they can't go back to a life of procrastination.
- They have a choice of whether they want to click on the product that directs them to the website or not.

**Personal analysis:** Being completely critical, I believe that my copy could paint a better image in the reader's mind. There's is an imaginative section that's in the copy but it can be better just not quite sure how to enhance it. I also believe that there could be some friction between the lines of copy.

**Solution:** Rewatch the PAS video as well as the pain/desire module to get some clarity on how to use pain in the copy. Also, get this piece of PAS copy reviewed so I can fix my mistakes and apply the lessons learned to more pieces of PAS copy I write in the future.

PAS Email below:

Subject line: Are YOU satisfied with what yourself?

You should be diving into the excitement of discovering and unlocking your greatness.

However, instead, you're constantly procrastinating.

Endlessly scrolling on TikTok and binge-watching TV shows on Netflix.

At this time, you are doing no productive work that will benefit YOUR future.

Listen, it doesn't matter if YOU keep procrastinating or not,

But imagine for a second if you started to achieve your goals a year ago.

Pause momentarily and think about the people who will look at your lifestyle and want to be like you.

Think about looking in the mirror and seeing a man with a powerful physique.

Think about the luxuries you would have if you started that business sooner.

Once you think about it,

Know that you can still elevate your life today.

But it all starts with a choice:

You can continue scrolling on TikTok and do no productive work

OR,

Stop procrastinating and start planning out a way to achieve YOUR goals.

**P.S. If you need guidance to achieve greatness in the lifestyle, training, and wealth realms, [click here to check out the Routine Mastery ebook](#).**