Copy Template

Important Steps

- ☐ Define Product Basic
- ☐ Define business objective and buying journey
- ☐ Research
    - ☐ Analyse Top Players
        - ☐ Get some outlines
    - ☐ Get Customer Language
    - ☐ Market Research
- ☐ Define Product Fully
- ☐ WWP
- ☐ Outline
    - ☐ Use top player outline
    - ☐ Modify top player outline

PRODUCT AIKIDO **The main direct desires my product helps with (angles):** •	****How do my product's strengths & weaknesses play into the value equation?:** ****Dream outcome - What amazing vivid future can I offer them?** • ****Perceived likelihood of success** • ****Time to get outcome**	

Product Details + Roadblock Solution Product **Product:** - - Price for customer - **Core Roadblocks:** - **Unique Mechanism + how the product gets desired result (Solution & Product):** - **Solution Benefits:** - **Supporting Proof:** - **Examples Or Analogies:** -	- **Effort and sacrifice** **Weaknesses** - **Other Solutions & How Mine Is Better** -	

WWP

Business Objective - **Explain Funnel** - **Project Math** -	Buying Journey	

ASSET =
Who am I talking to right now? -

Product Details + Roadblock Solution Product

Product:
-
  - Price for customer -

Core Roadblocks:
-

Unique Mechanism + how the product gets desired result (Solution & Product):
-

Solution Benefits:

Supporting Proof:

-
Effort and sacrifice

-
Weaknesses

-

Other Solutions & How Mine Is Better

- **Market Research Data
- **Customer Language

**Where are they now?

- **What have they experienced and seen up until now in their Buying Journey?**
- **What are they looking for right now?**
- **What emotional state are they in?**
- **What do they think about my product or service at this point?**
- **Attention Form** -
- **Awareness Level** -
- **Sophistication Stage** -
- **Current State** -
- **Dream State** -
- **Current Desire Level** -
- **Current Certainty Level** -
- **Current Trust Level** -

**What do I want them to do?

- Actions
  -
- Perceived costs for taking action -

OUTLINES - What do they need to see/feel/experience to do those things? - Steal Template & Modify

RESEARCH

Customer Language

PAINS

DESIRES

Target Market 📄 Market Research Template

What kind of people are we talking to?----->

- Men or Women?----->

- Approximate Age range? ----->

- Occupation? ----->

- Income level? ----->

- Geographical location? ----->

Painful Current State

- What are they afraid of? ----->
  -

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

- What are their top daily frustrations? ----->
  -

- What are they embarrassed about? ----->
  -

- How does dealing with their problems make them feel about themselves? ----->
  -

- What do other people in their world think about them as a result of these problems? ----->
  -

- If they were to describe their problems and frustrations to a friend over dinner, what would they say? ----->
  -

- What insecurities do they have? ----->
  -

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? ----->
  -

Avatar 📄 Research Template

Who----->
Product----->

Target Market - remember to ask why multiple times

- What kind of person is going to get the most out of this Product?----->
  -

- Who are the best current customers, with the highest LTV?----->
  -

- What attributes do they have in common?----->
  -

Avatar - remember to ask why multiple times

- Name, age and face. ----->
  -

- Background and mini-life history. ----->
  -

- Day-in-the-life. ----->

- Values. What do they believe is most important? What do they despise?----->

- Outside forces. What outside forces or people does the Avatar feel influences their life?----->
  -

Current State - remember to ask why multiple times

- What is painful or frustrating in the current life of my avatar?----->
  -

- What annoys them?----->
  -

- What do they fear?----->
  -

- What do they lie awake at night worrying about?----->
  -

- How do other people perceive them?----->
  -

- Who do they want to impress? ----->
  -
- How would they feel about themselves if they were living in their dream state? ----->
  -
- What do they secretly desire most? ----->
  -
- If they were to describe their dreams and desires to a friend over dinner, what would they say? ----->
  -
- What are they desperate for? ----->

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face? ----->
  -
- Who do they blame for their current problems and frustrations? ----->
  -
- Have they tried to solve the problem before and failed? Why do they think they failed in the past? ----->
  -
- How do they evaluate and decide if a solution is going to work or not? ----->
  -
- What figures or brands in the space do they respect and why? ----->
  -
- What character traits do they value in themselves and others? ----->
  -
- What character traits do they despise in themselves and others? ----->
  -
- What trends in the market are they aware of? What do they think about these trends? ----->
  -

- What lack of status do they feel?----->
  -
- What words do THEY use to describe their pains and frustrations?----->
  -
- What insecurities do they have?----->
  -

Dream State - remember to ask why multiple times

- If they could wave a magic wand at their life and fix everything, what would their life look like?----->
  -
- What enjoyable new experiences would they have?----->
  -
- How would others perceive them in a positive light?----->
  -
- How would they feel about themselves if they made that change?----->
  -
- What words do THEY use to describe their dream outcome? ----->
  -
- What are they desperate for?----->
  -

Roadblocks - remember to ask why multiple times

- What is keeping them from living their dream state today?----->
  -
- What mistakes are they making that are keeping them from getting what they want in life?----->
  -
- What part of the obstacle does the avatar not understand or know about?----->
  -
- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?----->
  -

Solution - remember to ask why multiple times

- What does the avatar need to do to overcome the key roadblock?----->
  -
- "If they <insert solution>, then they will be able to <insert dream outcome>"----->
  -

Product - remember to ask why multiple times

		- How does the product help the avatar implement the Solution?-----> • **- How does the product help the reader increase their chances of success?----->** • **- How does the product help the reader get the result faster?----->** • **- How does the product help the reader get the result with less effort or sacrifice?----->** • **- What makes the product fun?----->** • **- What does your target market like about related products?----->** • **- What does your target market hate about related products?----->** •

WHAT BELIEFS DO THEY NEED TO HAVE TO TAKE THE DESIRED ACTION?

- What do they need to believe about me?
- What do they need to believe about the promised results?
- What do they need to believe about the solution?
- What do they need to believe about my product or service?
- What other beliefs do they need? What beliefs would make the sale/action easier?

KEY PLANNING QUESTIONS

- Why Should the Reader Engage Now?
- Why Should They Act Immediately?
- Why Choose Your Product Over Competitors?

Target Audience's Desires

BIOLOGICAL URGES

How do each of these urges apply to their desires?

Acquire food/opportunity
-

Avoid & handle threats
-

Engage in mating
-

Build and maintain status in the tribe
-

MASLOW'S HIERARCHY OF NEEDS

How do each of the layers apply to their desires?

SELF ACTUALISATION - Desire to become the best that one can be
-

ESTEEM - Respect, self-esteem, status, recognition, strength, freedom,
-

LOVE AND BELONGING - Friendship, family, sense of connection,
-

SAFETY NEEDS - Personal security, employment, resources, health, property,
-

PHYSIOLOGICAL NEEDS - Air, water, food, shelter, sleep, clothing, reproduction
-

LAYERING

HOW WILL I LAYER THESE THINGS INTO MY COPY?
-

MY PRODUCT	TOP PLAYER 1	TOP PLAYER 2	TOP PLAYER 3	TOP PLAYER 4
List out what the product does				

Fascinations
 	
•
 	
Hooks
 	
•
 	
Movies - What movies do I need to create in their brain for them to take action?
	• Will my plan create the outcome that I want?
	• Does the sequence of events make sense?
	• Why will this project fail?
	• What is the main objection they have to taking action?
	• What other objections & key concerns do they have?
	• Do I need this element? What happens if I delete this?
	• What are the most crucial elements in this funnel?
	    ○ Catch attention
	    ○ Angle	

Review Process

Review the experience through the eyes of the customer.
Get in that highly bored, lazy consumer lizard brain.
Create a simulation in your brain.
    • What parts of my experience has the most friction?
    • Is there a part which gets boring?
    • Is there a part where I have to do too much for no reward?
Go through the simulation several times.
    • Can I simplify or reduce any of the existing elements?
 	
    • Does my copy hit the 3 main elements of persuasion good enough?
	• Scan the copy for vague things and make it specific

Dropshipping Most Important Elements

- Product
- Angle - Look for untapped angles
- Audience
- Ad
- Website

Web Design

Colour Palette

Font Pairings

- **Define objectives**
  - What do I want them to think and feel when they consume this marketing asset?
  - What do I want them to pay attention to?
  - What do I want the whole experience to feel like from start to finish?
- **Find existing designs that accomplish objectives**
  - Check for templates in whatever program you're using
  - Analyse top players
  - Search Pinterest, Dribble, Google Images
- **Adapt to match content**
  - Take what matches your situation discard the rest
  - Identify the skeleton/formula the existing design uses
  - Put your content in the skeleton/formula you identifieD
- **Refine until you achieve objective**
  - Imagine consuming this as the reader from start to finish - facebook ad to checkout page.
  - Get 3rd party feedback
  - Don't stop reviewing until it looks super professional and clean design

Unused Aikido

- **Extra Questions For Question 4**
  - General Plan Questions
    - How will I bring down the thresholds?
    - How will I bring down the perceived costs?
    - How will I match awareness & sophistication?
    - What objections do they have? How will I counter them?
    - How will I use curiosity in this copy?
    - What do they need to believe to take action?
    - What claims will I be making?
  - Specific Questions:
    - How will I get their attention?
    - How will I keep their attention throughout the copy?
    - How will I increase the specific levels?
    - How will I get them to take action?
  - Extra Specific Questions
    - What big future can I sell to them?
    - How can I use status to increase the levels?
    - How can I dump in their oasis so that taking action is the only way forward for them?
    - How can I 10x the perceived value of this?