

ALL OF THE REQUIREMENTS FOR THE COPY REVIEW AIKIDO CHANNEL!

For Copy Review: Revised Natural Energy & Wellness Chew Email

Document Submission:

1. Create ONE Google Doc with comment access enabled.

Content Requirements:

2. Answer the four questions from the winner's writing process.
 - 1) **Who are we talking to?** Women, mid-life 40-65, middle class either working a job of their own or living off of husbands money, in the United States that want to start living a healthier lifestyle and slow the process of aging. Most have children that they need to take care of.
 - 2) **Painful current state:** They see themselves getting older, living unhealthy, and creating bad habits. They are noticing weight gains, wrinkles, loss of hair, and less energy. Overall their life is just getting harder and harder, but they know that the products they are currently using to form a healthier lifestyle is creating more problems because of the ingredients in them. Like chemicals, dyes, synthetic substances, sugar, etc.
 - 3) **Deasiable Dream State:** To look and feel like they were younger. Clear skin, more energy, feeling great. To be able to live their lives to the fullest and to not miss/ not enjoy any more valuable memories. Most importantly they just want to see results with products that aren't harming them, by using natural healthy solutions.
 - 4) **Values and Beliefs:** Values: Spending time with their families. Starting to live a healthy lifestyle. Actually seeing results. Not using harmful products. Beliefs: That all solutions must have one thing that's not good for them in it. Natural solutions don't work as well as synthetic, and they take longer to see results.
3. List the reader's roadblocks and the solutions/mechanisms to solve them.
Roadblocks: They have never heard about this product. They can't stay consistent with it. They dont trust other companies because they claim to be

healthy. They don't like the taste of energy chews. It is expensive compared to other products.

Solutions: Reading this long form copy. This product will work whenever you take it. They have already purchased from this company before so they have trust already. The unique mocha flavor is different from other chews. This product works the best in the healthy energy chew market.

4. Include your personal analysis of your copy's weaknesses and how you plan to improve them.

The reviews/testimonials in my copy are weak, they are the only ones I could find. So I will ask my client to ask customers that have already bought the Energy chews about how they like it. The section, What's the bottom line: isn't as strong as it should be. This is the part of the copy where the readers say "WOW!" but I can't get it to be the moment. So I changed the words I used to connect more with the reader. But after modeling it from the Famous Dollar Letter I believe that this copy will work great

5. Identify your copy's weaknesses and make an effort to fix them before submission.

I added two extra reviews that my client gave me. I changed the adjectives to better connect to the ideal customer. I went to GPT and found stronger synonyms for words that repeated a lot, so it doesn't sound repetitive. I also rewatched module 8 in the lv 3 bootcamp

6. Explain how you attempted to fix your issues and ask for feedback on your efforts.

Would you create fake reviews so that they are more convincing? I know that some of the reviews we see are often made up. Still I believe that it is best to have real reviews.

How can I make, "Energized, healthy, focused and happy!" The big Wow moment, by keeping it short? In the original \$letter it just hit different, in my copy I'm not getting the same effect. I think it's because there's not a big statistic I can share.

Modeling it off of the Famous Dollar Letter was new for me, usually I would find something in the same niche. Do you think the structure makes sense with the Energy Chew Product? I think it does because it is basically a HSO format

7. Indicate if you test your copy and its performance results.

No, I did not

8. Explain how your product's strengths and weaknesses play into the value equation

I modeled this copy off of the Famous Dollar Letter because it seemed to fit perfectly. The \$letter was great at getting people to buy his package, so by

changing to suit the Energy chews it will be great at getting people to buy the energy chews.

9. Explain where the reader is in terms of awareness, sophistication, their thought process, and where they are inside the funnel
Level 3- Solution aware, Stage 5- Market Is tired of Everything, they have already bought and enjoyed one product and are now being encouraged to buy another.
10. Show and explain the full funnel.

Someone sees the SM of my client, hears about it from mouth to mouth, or finds out about her at an advert. They purchase a product. Then my client emails the customer after they bought a product about whether they liked it or not. If the response is positive then this copy will be sent out to get them to buy another product.

Additional Requirement:

11. Share an unlisted Rumble or Vimeo video of you performing either 100 pushups, 100 bodyweight squats, 100 dips, or 100 pullups.

New rumble vid: <https://rumble.com/v55wg5y-100-squats.html>

For Growth Plan:

Contextual Information:

1. Provide the entire context of your copy. The copy is pasted below, its goal is to convince the pre existing customers to buy my client's Energy Chews. It will be sent out after receiving a short email asking how they are enjoying Neora.
2. Describe the avatar. Marisa is 49, married to a car salesman and works as a kindergarten teacher. In total her household brings home \$210,000. She has two kids 11 & 8 that play basketball and lacrosse. So she often finds herself scrambling with the schedules. With little time to spend for herself she gets stressed, tired and often snacks on her health. But recently has decided to make a change and now is ordering Neora products to turn her life around.
3. Explain market and customer sophistication using diagrams.
Level 3- Solution Aware, Level 5- Market is tired of everything
4. Specify the type of business/niche.
Natural healthy all around body care products. Such as face wash, hair loss cream, weight management power, wellness drinks, energy and sleep chews.
5. Describe the product your client sells.

In this circumstance, we are selling Energy chews that are made with no artificial ingredients and are good for you. It also reduces stress and improves brain health.

6. Include links to the client's website and social media accounts.
<https://www.neora.com/us/en/> [Dawn Derleth-Thelian \(@dawn_thelian\) • Instagram photos and videos](#)
7. Detail what your client has tried before and why it did or didn't work.
Here's a quick backstory, my client is a brand partner. I got her through warm outreach. She gets a commission on her sales and receives free products. I am working with her with the hopes of her recommending me to the owner of this \$800 million company.
She has tried sending off the basic promotions the company gives her, but they are so basic they never work. She has also tried making reels but because this company is highly priced for the market it is hard turning a watcher into a buyer straight away. Also her insta account is combined with her personal account so it seems very unprofessional.
8. Provide all recent measurable metrics obtained by the client.
298 followers on insta
43 people buy consistently from her (about 75 dollars a month for each customer)
She has participated in 4 local events this year
9. State the client's current revenue.
About \$250 a month + \$500 in free products. Remember I am working with her for a recommendation to the owner
10. Specify the source of your client's attention with numerical data.
 1. Mouth to mouth
 2. Instagram
 3. Neora advertising

P.S. - This copy will be sent out after receiving this short email below.

Hey [Name].

Hope you're doing great! Thanks for choosing Neora and trying out [Product Bought]. I'd love to hear how you're liking it so far and any feedback you have.

If you have any questions about our products or want to know more about our current deals like discounts on Summer Skin and Hair Essentials, plus our Neora Cash program where you get 10% back on every purchase, just let me know!

Looking forward to chatting with you soon!

Here it is:

Here's what it's all about: A few days ago you answered my question about how you loved Neora and all of the unbelievable results you've experienced. Your response to the question was...

[Their response]

What if I told you that there was another product that is changing countless lives!

- "This product I've used for the last 6yrs. It works AWESOME!!!" Elizabeth S.
- "They do what they say, my husband & I both love them!" Brenda
- "Thankful to FINALLY have a solution for my energy issues and they taste really good." Alynn
- "Great sustained energy and perfect for my vegan diet!" Eileen

What is this product: They are perfectly constructed, naturally sourced Energy Chews that transform your life in more ways than you can imagine. Like long lasting energy, increased attention and brain health. All with a delicious mocha flavor.

I am telling you that this new chew will guarantee all of the results above, if not we gladly offer a 30-day, money-back satisfaction to all customers. I'm not kidding. If you're interested in feeling a huge (and immediate) energy boost, this is going to be the most exciting message you will ever read.

My name is Dawn Thelian and some time ago I was absolutely drained halfway through my day. After lunch my energy would crash and I still had hours of teaching ahead. In fact, I wasn't just sleepy, I was totally burnt out. Then, one day, I came up with a "crazy idea" about how there had to be a healthy solution to my complete and utter exhaustion.

At the time I had already gulped down every energy product under the sun. They either made me jittery or didn't work in the slightest. Sadly, the energy products that did work were overflowing with sugar and synthetic ingredients. In fact, I almost gave up on finding a healthy power solution.

Well, I kept on looking. There had to be one special, unique supplement out there... sure enough I found it, the Neora Energy+ Wellness Chew. And guess what? It worked perfectly. Long sustained energy that made my never ending day so much more enjoyable. With natural ingredients like Ashwagandha Root, Gotu Kola, Reishi Mushroom,

And so on.

What's the bottom-line? Simply this: by enjoying that one simple chew I was more...

Energized, healthy, focused and happy!

Think about it: Thousands of people are loving this "one of a kind" solution and every one of those people felt the same mighty punch of immediate energy. And How does this miracle work? Actually, it's not what you think. You see, the magic is not one ingredient, it is the combination of natural, proven substances that are amazing for your body!

Are you beyond exhausted? If so, you can use the same “one of a kind” energy chew I used to never miss out on amazing memories!

Who needs this miracle chew?

- Are you a school teacher?
- Are you a mother of young children?
- Do you own your own business?
- Do you work from home?
- Are you in the health industry?
- Are you always driving your kids around?
- Do you enjoy physical activities?
- Do you have days that seem to never end?

If you answered yes to any of the above questions, you should try the Neora Energy+ Wellness Chew. You can find all about it by clicking the link below.

[Energy+ Wellness Chew](#)

Revised version on the next page

Revised:

SL: [small clip of their review], Sound familiar?

Ex: “The results are crazy...” Sound familiar?

What if I told you that there was another powerful innovation that is changing countless lives!

- “Thankful to FINALLY have a solution for my energy issues, they also taste really good.”
Alynn
- “Great sustained energy and PERFECT for my vegan diet!” Eileen

They are perfectly constructed, naturally sourced ⚡ energy ⚡ chews that transform your life in more ways than you can imagine.

Like long lasting energy, increased attention and improved brain health.

All with a delicious mocha flavor.

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Sadly, the energy products that did work were overflowing with sugar and synthetic ingredients.

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And guess what?

They worked perfectly.

Long sustained energy that made my never ending day so much more enjoyable.

Thousands of people are loving this "one of a kind" solution and every one of those people felt the same mighty punch of immediate energy.

So, are you beyond exhausted?

If so, you can use the same "one of a kind" energy chew I used to live my life to the fullest!

You can find all about it by clicking the link below.

[Energy+ Wellness Chew](#)

Thanks for your time G