

Market Awareness & Sophistication

Analysis

Level #1. Totally Unaware:

At this level your prospect is not only completely unaware of you and your product... **but they have no fucking clue they even HAVE the problem you're helping them solve.** These prospects require more indoctrination before you'll be able to sell them.

Video, banner and native ads with broad-targeting often speak to this type of audience.

You want to grab attention with a powerful hook and then help your audience diagnose or understand a problem they don't know they have. This is often done through story, secrets, and education. Think quizzes, science and content-marketing, any copy with a more indirect sales approach.

For instance, when [LARQ](#) came out as the first self-cleaning water bottle — let's be honest — not many of us would have identified water bottle cleaning as a big problem in our lives, let alone care that a solution like that existed!

So when they first launched, rather than leading with the offer, LARQ released a brilliant and funny video ad that educated people about the pros of having a self-cleaning bottle — such as getting rid of harmful bacteria and that *stanky* overused water bottle smell.

And this ad headline and hook is perfect for an unaware audience. What's Inside Your Water Bottle? Don't get sick from your water bottle. The video then educates the audience on the harmful odor causing bacteria that lives in your water bottle!

This is brilliant but it takes a common product that everyone uses and identifies a new possible problem. It very quickly takes people from unaware to pain aware.

Level #2. Problem Aware:

At this level, your prospect is aware of the pain they need to solve, but they are still not aware of the solutions available, **including your product**.

This is where empathy plays a powerful role in copywriting... because you're speaking to an issue or a concern that is personal to your prospect, and they need assurance that you have something that can help them achieve their desired outcome. At this level, you want to focus on pain, solution and benefits.

You often see copy that reflects this level of awareness in targeted ads based on an audiences' online search behavior, demographics or psychographics related to your core problem.

For example, the millions of us who've had experience with various diets and workout programs are likely aware of how our individual metabolic rate can make or break results. But you may not be aware of a solution in the market to measure and track it...

In comes [Lumen](#). Their website headline addresses anyone who is struggling with their metabolic rate: *"The first device to hack your metabolism. Lumen knows if your body is using fat or carbs for fuel."*

Wait- what? Hallelujah! Pain, solution, benefit – all in one product aware headline. Boom.

One of their Instagram posts also targeted those who are trying to remain active and healthy at home in the wake of Covid-19: *"You don't need to leave home to improve your metabolism."* Smart one.

Level #3. Solution Aware:

This prospect knows that there are solutions out there for the problem or pain they have, which also means that they have a clearer idea of what's possible to achieve. They are simply looking for the right solution for them and are evaluating options.

At this level, social proof is going to help build the trust you need to hook your prospect. So gather up your testimonials and showcase happy customers!

You'll also want to make sure to feature your product USP here – what it is that makes it unlike the other brands and products in your realm.

Level #4. Product Aware:

At this level, your prospect is familiar with your product. They may already be a lead, follower or subscriber.

They're familiar with the problem that you're addressing, and they know of other solutions available in the market.

And yes — they've made the connection between their pain and what your product can do to help resolve it... **but they're just not quite sold...** yet!

At this level, you need to do some extra convincing to get them on the bandwagon. This is best done by injecting some scarcity or giving them an incentive — such as a free trial, discount or bonuses.

For example, online media providers such as Amazon Prime Video and Hulu — who need no introduction at this point — don't beat around the bush when it comes to what they're selling. So all they need to do to incentivize their audience is to offer a free trial.

Product aware headlines are straight to the point and clearly communicate the offer. *“All Your TV In One Place. Watch thousands of shows and movies, with plans starting at \$5.99/month”...*

Level #5. Very Aware:

If you're copywriting for this level — congratulations! It means you're speaking to someone who is very aware of what you offer and they think you're the best! These are often your existing customers and fans. Which means that your job now is to keep the spark alive and keep 'em' buying!

This customer knows what your product does, what your brand is all about and, provided they had a good experience with their previous purchase, are likely willing to buy again if you have something new and better to offer.

So at this level — you are simply giving them the option to add-on, top-up or upgrade. Your copy can just cut straight to chase and deliver the price and the offer. Is it a new version of your product? Does it come with a free gift, new bonus or free delivery this time? Show them an even better deal than before!

Of course, I'm not saying that your headline or copy should just be as exciting as a price tag. A little creativity and curiosity still need to come into play.

A great example of copywriting at the Most Aware level comes from Apple. Apple fans, like me, are die-hard. All Apple needs to do is announce a new iPhone, Macbook Air or iPad **and there are line-ups around the block to grab the latest model.**

People just want to know what the latest features are, how much they have to pay for it, and more importantly — HOW they can get their hands on it.

So those are the five levels of customer awareness, as outlined by Eugene Schwartz.



MARKET SOPHISTICATION



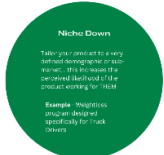
Most business owners marketing for themselves get stuck using only this strategy. They make big claims until their results slow down, and the only thing they can think of is to just make even BIGGER claims. It never works.

Having an effective, unique, and difficult to copy mechanism is a MAJOR advantage because it will allow you to stay and dominate the market at this stage of Sophistication. This is a rare but desirable position

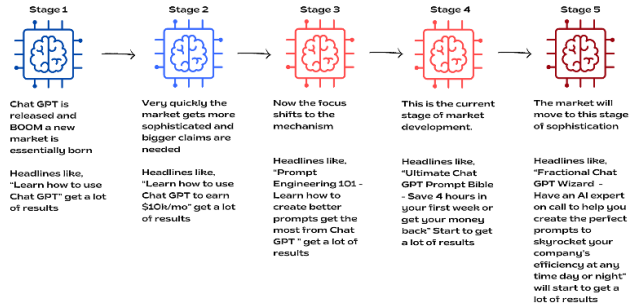
Most markets you'll work in are at these stages of sophistication

If you can create a new believable mechanism, even just by labeling or reframing, you can reset back to this stage of sophistication.

Example - "It's Toasted"



EXAMPLE - The AI prompt market



HOW TO USE

Step 1 - Identify where your market is by looking at the types of headlines the actual top players are using

Step 2 - Trigger the next stage of market sophistication if possible. This is how you gain market share

Step 3 - Prepare for all following stages of market sophistication and prepare multiple strategies to be used during Level 5 so you can continue to lead the market

Example: Your client's market is at a Stage 2. So you help them lead with their new mechanism with all of their advertisements and sales material. They get an outsized amount of the market as the customers sophistication moves to Stage 3. As their competitors copy YOUR strategy and begin to use your same mechanism, you move on to level 4 by highlighting and amplifying claims about your mechanism. Once they copy you again, you simply move to Stage 5 and either focus on experience, identity, or Nicheing down

MISTAKES

Using old strategies for current sophistication stages.

For example many business owners get stuck at Stage 2 when the market moves on. More and more claims don't do anything if the market doesn't believe them any more.

Generally, the job of your marketing funnel is to take your reader from wherever they are on the awareness scale to the very bottom and to purchase



MARKET AWARENESS

	PROBLEM	YOUR SOLUTION	YOUR PRODUCT
Level 1 - Problem Unaware	✗	✗	✗
Level 2 - Problem Aware	✓	✗	✗
Level 3 - Solution Aware	✓	✓	✗
Level 4 - Product Aware	✓	✓	✓

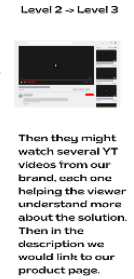
✗ - UN-AWARE
✓ - AWARE

- ← Catch their attention then reveal hidden problem/need/desire
- ← Call out their problem then offer solution
- ← Call out the known solution then offer product as best form of solution
- ← Buy Now, Urgency, Scarcity, Risk Reversal, Social Proof, Crank pain/desire/need, etc

Some of my favorite "recipes" to do this are:

- Connect your product or service to the identity and values they aspire to or believe are true about themselves
- Announce an external threat they may be unaware of
- Show a generally desired and bigger 2nd or 3rd order benefit from solving the hidden problem
- Show a generally feared and bigger 2nd or 3rd order negative consequence from NOT solving the hidden problem

EXAMPLES - There are infinite variations



HOW TO USE

Step 1 - Identify what part of the funnel you're working on

Step 2 - Identify where the reader is in their awareness level

Step 3 - Identify where your part of the funnel needs to get them in the awareness scale

Step 4 - Identify the steps they need to go through to get there

Example: Your client wants you to sell more of their high ticket program to their newsletter and you determine that his list is already aware of his high ticket product. Level 4, so you create a series of emails that reverse the risk, crank the pain, and add a dose of urgency around the program to drive sales

✗ MISTAKES

Avoid mismatches.

If your reader is at Level 1, they won't care about your product name, discounts, etc.

If your reader is at Level 3 you don't need to catch their attention with the same statement of desires that you use at Level 2.