

Market research for my X account

Objective: Get more followers without following a lot of other people

1. Who are you talking to?

- i. I am talking to anyone from the age of 14-40
 - a. this person can be a Copywriter
 - b. People who just like my tweets
 - c. around 90% in men and 10% female

2. Where are they now?

- i. They are scrolling on the For you page on X
 - a. The Tweets are texts or just headlines to get them interested
 - b. Can be filled with pictures or videos
 - c. It's structured
 - d. easy to read
 - e. has some wisdom, motivation or how they are doing
- ii. These people can be in many different places in life
 - a. Can be copywriters or trying to be
 - b. People who are trying to become something big in life
 - c. People who have not done too much with their lives and need advice
- iii. Where are they in the copy roles?
 - a. They are between Level 2 (problem Awareness) and Level 3 (solution awareness).
 - b. The value is very close to enough, they trust the idea almost, but they do not trust in me gett
 - c. They are Stage 5 of Market sophistication
 - d. There do not have a lot og money, they are not super strong, they are trying to become something bigg
 - e. Their dream life is becoming more than they are now, Richer, stronger, smarter, women, tribe.

3. what do I want them to do (action steps)?

- i. I need to change their attention in the first sentence or picture
- ii. I need them to read through the whole text and possibly comment or like
- iii. I need them to go into my account and stay there
- iv. I need them to read my bio and be interested

v. And I need them to Follow me

4. what do I have to make them think/feel/smell to make them take that action?

- i. Stop the scroll and get interested in my content
 - a. Interesting headline that is relevant or just interesting in itself
 - b. Structured good
 - c. Easy to read
 - d. Not making them think, however, understand or use emotions (does not need to be used)
 - e. Don't write like you are writing, however, write like you are speaking.
 - f. Know who you are talking to and what you are talking about so that you don't just spairole into something else.
 - g. Use interesting pictures or beautiful ones
 - h. Don't be afraid to piss off some people
- ii. Read through and be interested along the way
 - a. Structured good
 - b. Speaking to them and about their problems (find out what they want)
 - c. It has to have a flow to it
 - d. Not hard to understand, unless that is the mining
 - e. A topic they are interested in
- iii. Go into my account and be interested in staying
 - a. It needs to have an interesting picture that both fits in with each other X
 - b. The big picture should have a very short and easy summary of what you do, however, some accounts do not have anything X
 - c. The pinned message should be some social proof, but, when you start getting more followers then it can be anything.
- iv. Interesting bio
 - a. a short explanation of what I do and when I say short I mean short.X
 - b. Can have something interesting about me as well X
 - c. Emogier, however, they are not needed X
 - d. Could be something they want or wanted, Eks: A copywriter under the age of 20 X
 - e. A link can be cool, but, it is not necessary
- v. Follow
 - a. All that I have already done should to it
 - b. The pinned message should be some social proof at my stage.