

Lead Magnet for Me, not a client.

100 pushups link: <https://vimeo.com/960242739>

WWP - Who am I talking to?

Business owners and CEOs, 25-50.

For the audience, I'm targeting those stuck between 10K and 100K followers and would like to make more money as well as obtain more market share in their niche.

This copy is a lead magnet that I will put in my own social media to look like a legitimate individual as mentioned in the DREAM100 approach.

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- **Men or Women?** 50-50 split Men-Women
- **Approximate Age range?** 25-50
- **Occupation?** Self-employed, B2C or B2B.
- **Income level?** Less than 5K/month.
- **Geographic location?** Anywhere, doesn't matter here.

Painful Current State

- **What are they afraid of?** They're afraid to have to close their business or not to be able to "break even" this month or this year. They want this business to succeed because "entrepreneurs never stops."
- **What are they angry about? Who are they angry at?** They are angry at the algorithm, at their lack of knowledge and mainly at their target audience "I solve their problem, I know they need it, yet they don't buy?? I don't understand..."
- **What are their top daily frustrations?** Not making enough profits daily/not having enough followers/not having enough visibility to be found by their target audience/not being yet able to become rich from doing what they like to do. → This connects to their overall desire to make it, they DO NOT want to close this business and would like to get rich from it.
- **What are they embarrassed about?** They are embarrassed that they have started their business a while ago (more than 1 year) and they're still not ultra successful. Sure, they're not poor but they barely pull enough to pay the rent/expenses. They're embarrassed in front of their parents/friends/spouse-husband. They don't want to fail.
- **How does dealing with their problems make them feel about themselves?** They

feel like they don't have the time to fix "every problems that comes" and that there are "new ones everyday..." so they can't focus on their brand's marketing/visibility optimization. They work IN their business for sure, but barely ON their business. They feel like everyone around them knows how to make it work but they're the only one who doesn't. They're the black sheep among the silent white ones.

- **What do other people in their world think about them as a result of these problems?** They believe they don't try hard enough and that they're pathetic for believing in themselves when they should just get a high-paying job and go through less stress, work, problems. They look at them with zero envy or regret to not follow them because they don't believe it's possible to make it out outside of the matrix ladder.
- **If they were to describe their problems and frustrations to a friend over dinner, what would they say?** "You know, it's been real stressful lately. Even right now being here makes me feel stressed because I still have work to do. I just CAN'T stop or I'll lose the timings and lose the occasions. It feels like a never-ending spiral of problems, and it drains me out. Tough, I don't want to complain too much because I'm blessed with a semi-successful business, but there's so much to handle it feels draining sometimes! And honestly, relaxing here with you feels good, I can avoid thinking about it for a bit... So to change subject... blabla"
- **What is keeping them from solving their problems now?** They don't have enough time/informations/certainty about what to do and how to orient it, they can barely "work ON the business instead of IN the business". When they try something new and it doesn't work, they feel worse than before and this feeling keeps them from trying too many new things they're unsure of, they want to stay on the lines and not lose their current audience because of that.

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?** They have 3 scenarios in mind RIGHT NOW: 1. Sell the business once it's successful enough and retire now to live freely without stress or worries or whatever.
2. Keep their current Business but scale so well they can stop working forever because it's automated.
3. Keep doing what they're doing if it's already scalable because they love their job and don't want to leave it, simply because that's their mission/purpose and they love it. But they would definitely try to discharge tasks and responsibilities, they're drained and don't want to "die too soon because of stress" so they worry about their health too.
- **Who do they want to impress?** Their friends, their family, but MAINLY themselves.

"I DID IT! I said I was different, I had something in me pushing me for more!! I did it!!!"

- **How would they feel about themselves if they were living in their dream state?**
They would feel more confident, more successful, more respected and more "where they belong". They know they won't give up, they just need to find ways around their current problems and get more money.
- **What do they secretly desire most?** They secretly desire to get featured on TV and have actual fans that they could help or teach to make more money. When they see the successful faces in their niche, they feel their heart accelerating and getting excited because they want the exact same thing.
- **If they were to describe their dreams and desires to a friend over dinner, what would they say?** "I don't "feel" like I'm gonna make it, I know I will. The lack of stress, the pleasure on my family's faces, my pride from what I would have achieved are all the things I'll remember on my deathbed. I'll be proud that I was able to pull things out and make sure that everyone was loved and gifted as much as possible. They're my main drive after all, money is just the tool to make it happen! And I also love being able to do what I love and make a living off of it. IF we remove the monetary stress and nagging problems, this is the best job EVER for me, I love it!"

Values, Beliefs, and Tribal Affiliations

- **What do they currently believe is true about themselves and the problems they face?** They believe they hate Marketing and will never become good at it because it's too geeky + it takes way too much time to learn, + their #1 missing element is TIME, so they can't do it.
- **Who do they blame for their current problems and frustrations?** They blame themselves rightfully, they know it's a flaw and they know they have to fix it because of the modern's online/ads obligations to get more visibility, yet they don't have time for it and since it's like a puzzle each time they try to understand it... They give up on it, hoping that their efforts IN the business will outweigh the effort ON the business. (which is not relevant nor possible, except in extreme cases.)
- **Have they tried to solve the problem before and failed? Why do they think they failed in the past?** Yes they did and failed abruptly. Again, this is like Coding to them, un-readable, complex, even more draining than their work IN the business... They can't make meet ends if they dedicate themselves to the work ON the business. They think they failed because:
 1. Not enough ressources
 2. Not enough Time to execute/learn the required ressources.
 3. Not enough energy to understand and then act upon those new informations, it's a simple burdden that can't be handled with their never-ending activity INSIDE the business on the side.

They also tried to run ads on their own but they feel like Google and Yelp etc. is just trying to steal money from them and not get them actual results.
- **How do they evaluate and decide if a solution is going to work or not?** They

evaluate it logically and need a lot of trust and beliefs in the idea presented to them. If these elements are missing... OUCH. They won't even try to make that thing work..

- **What figures or brands in the industry do they respect and why?** Marketing Agencies but they don't really know much about it except the great names like Steve Jobs, Zuckerberg, Musk, etc. Their knowledge about the industry is low because they just don't care. That's "not their job". They could want to know more but again this is very complex to understand for them and they don't have enough time and energy to do it. They know they have to, but they don't know how and it's the nagging, tedious part that they don't like, so, fuck it.
- **What character traits do they value in themselves and others?** "Honesty"- "Creativity"- "Diligence"- "Trustworthiness"- "Loyalty"- "Straightforward"- "Attitude +++ because it's not trainable"- "Trying and researching things on your own"- "Positivity"- "High will"- "Growth oriented."
- **What character traits do they despise in themselves and others?** "Lack of honesty-Bad attitude-Laziness-Self interested, trying to take profits from them-BAD ATTITUDE-lack of social skills-Treason-not trying anything and asking for help at the first roadblock-Negativity about Life in general-Lack of will."
- **What trends in the market are they aware of? What do they think about these trends?** Visibility: Social Media is very good, SEO for ranking is good, Websites are very good, Copywriting is geeky and too hard but effective so good, Google My Business for ranking is good, Marketers/Freelancers are good as long as they create results, Newsletters are bad/waste of time, Reviews are important so very good, Ads are expensive but a good way to get instant exposure so good. Conversion: Funnels are hard to grasp but looks cool so fairly good, lead magnet are wtf and upsells don't exist/ are not logical yet.
- **What "tribes are they a part of?** They're part of their city tribe, they thrive for their local Football team if it's a major city or for their friends/children teams, so they interact with a lot of people there and have a good time. They also have a tribe from their Business, most of them have customers with whom they interact and have fun talking to because they can help them. IT'S THEIR MISSION TO HELP THOSE PEOPLE SO THEY LOVE IT. They also have regular friends that they don't see often.
- **How do they signal and gain status in those tribes?** They signal status with possessions but also with their values. Humble, calm, cool, collected, in control. They feel different in their baseline because they have all of those skills that people don't know about and thus they feel good about that fact "ehh, I'm so good and no one knows it! I'm different! I help many people and I'm THAT guy/girl." They gain status by being successful, and showcasing it via more possessions/better places in Stadiums/better manners/better behaving children/beautifuler wife or husband.

This last Q is important but I don't yet see how they exactly gain/show status. It's vague still.

Places To Look For Answers:

1. Your client's existing customers and testimonials
2. Your client's competitors customers and testimonials
3. Talking with anyone you personally know who matches the target
4. market
5. People oversharing their thoughts and feelings online
 - a. Youtube
 - i. ("My journey" type videos)
 - ii. Comments
 - b. IG
 - c. Facebook
 - d. Twitter
 - e. Reddit
 - f. Other Forums
 - g. Amazon.com Reviews
 - h. Yelp and Google Business/Maps Reviews

"No business owner wants to increase costs."

"Most b2b marketers are scoundrels and vultures"

"If I want something for my business, I will most likely find it myself"

"If your offer truly fixes a problem, especially a problem holding back higher sales numbers, you can close business much easier because they probably know about the problem and would want you to solve it for them."

"I will never expect there not to be problems or stress. At the end of the day, I enjoy the ownership and responsibility of being able to find a way to solve literally any problem"

"I am so stressed out I'm starting to get random minor panic attacks throughout the day, I hear my phone ring constantly, almost like tinnitus but to the tune of my ringtone."

"I know things will get better, but how do we get through it *now*?"

"i have tried working with google, yelp, web.com but they just seem to take away our money and not help"

"what can i do differently to get more clients?"

"so draining when you're so close to losing a job you actually liked. 😞"

"Being honest, transparent and straightforward can help."

"our biggest fear is the stress it will put on us and how it would effect our home life"

"it would be open probably 6 days a week and I imagine losing precious weekend family time."

"because entrepreneurs never stop."

"The stress and uncertainty that employees bring is unmatched. Every single day it's something new - and it's something you have zero control over - other people. Especially when you're in a service based business and your clients don't care if someone is sick/their cat died/their mom is ill/etc etc. you cancel their appt and they are PISSED. Cue the bad reviews online, so on and so forth"

"I'm blessed with a successful business but it's because I devote all my time to ensuring clients and employees are happy"

"In the midst of that I'm dead inside now lol."

"I don't think I could handle the hours and the stress combination"

"Incredibly stressed, but I think I thrive on stress. Keeps life interesting and forces me to be creative and diligent"

"do you have a system in mind that can attract and convert potential customers at a predictable rate?"

There are other stressors like personnel issues, finding the right staff, etc"

"I've been 15/10 stressed even causing mental health issues but recently hired someone who has taken a big load off my shoulders"

"Ideally, I would want to find a partner who does the marketing efforts for me (again, I'd rather spend my time creating stuff), ideally for a share of the sales. Is that a thing? In my imagination, that should be a rather attractive thing for a marketing person, but perhaps I'm wrong there."

"I know what I'm good at and what I like doing, and I know what I'm not good at. The latter definitely includes marketing and sales"

"I tried to dabble in Google ads for the game, but that was ultimately orders of magnitude more pricy than what I was able to earn with the game."

"I'm still creating products but I want to get a start on social media to be able to get my name out there, but without many products I don't know how to do that. Especially with such an ever changing algorithm."

"What did you post until you have a consistant stream of things to upload? How did you stand out with so many others with an established presence online? How did you make yourself look trustworthy to potential customers/audiences without having any past or history as proof?"

"if you are looking for a quick traffic then you always have to depend on paid ads"

"I would like to drive more traffic and improve my sales. What would be the best advice for it? Do not have a huge budget 😞"

"You can train someone how to do a job, you can't train them to have a better attitude. Go with the better attitude every time."

"we have noticed a SERIOUS lack of what I call "figure it the fuck out" skills. Where the younger new employees, the moment they hit a problem where the answer isn't an obvious A B C or D they freeze up and immediately ask for help without trying or researching anything."

"If your person has high will, they can acquire skill over time"

"Hire for attitude, train for skill!"

"main thing is their positivity and being growth oriented"

"Get up on a snowy day at 7AM, work all day. We would get up and make XYZ creations."

DESIRE TO BE IMPORTANT: Attract the target audience for them to see that you're solving their problem and then being able to make them pay YOU over your competition because you stand out so much, and make shit tons of money from it.



Basic Avatar

Name: Lolita, 32.

Background Details:

- She is a parent, has been running her business for more than one year and she's starting to see that she doesn't have as optimal results as she'd like. She's been told that "it takes time" and "the first years are the worst" but she is so stressed, tired and drained that she doesn't care about that and want results NOW or she would have to question her way of working and her business model (she obviously doesn't want to question that).
- She has always dreamed about starting her own business and making a living off of it because it looked better than being told what to do and never having thoughts for herself in her life, but now she's beat up by the same problems: There is so many informations out there leaving her not knowing how to exactly organize those infos to get better results on her Marketing side and so on her Business overall.
- She loves what she does and really don't want to give it up, it'll be a heartbreak and she'd have to start something new to survive. She doesn't want that, obviously.
- She sees the top players in her industry and observe how much they make and how good they have it, and sometimes compare herself in jealousy. "If only I had this... Or if I knew more about this..."
- She has it hard, work 6 days a week, and on the 7th day she can barely rest because she "gets out of bed in stress for work, not knowing what problem will come her way".
- She's not mad about her constant stress and problems because she knows that's what it takes to make it, BUT she is mad about the fact that she doesn't get results because she doesn't have time to learn/create content/do market research etc etc.
- Also, when she does have time, she has NO IDEA of who to follow and how relevant they are. She's looking for a lighthouse to put in her brain that has had success

before so she doesn't worry about the approach/the guy she's working with being flawed.

- Her dream is simply to make her business work and have enough money to retire early and get her family in better conditions.
- She never gives up, and even if this business fails, she'll find a way around it. Yet deep down she knows that if she can't get the visibility/communication part in order, she'll fail everytime. At least, she learned that through her first year experiment. BUT, keep in mind, this current business allow her to do what she loves and thus, she wants to keep doing that. The money is cool, but she believes she must do something she likes to not get mentally ill because of the stress of working on something she doesn't like, just for the money.

Day in the life:

- Lolita wakes up, would love to hit snooze on the alarm but she instantly remembers how much she has to do in stress and gets up anyway. Coffee, quick scroll through on her social media, on her emails, on her bank account and business monthly/weekly results: She is deceived almost everytime to see that it is stagnating and wonder "why isn't this or that working?" She swallows her pride and emotions, and wakes her children up then prepare for work. She puts a high-emphasis on how she looks because she knows how important it is to look professional for her business to work. This is one of her base value. She pops the children at school and arrives at work at 9AM, with a high-inflow of stress in her blood already. Handles problem 1 with a left hook, Problem 2 with a straight right, she aikido and aikido again the problems to keep her business alive and as efficient as possible. As soon as it is time to eat for her -and her team if she has one- she tries to cool down and relax but she can't, she's thinking about "why isn't this working?", "How can I stand out with so many others with an established presence online? How can I make myself look more trustworthy to potential customers/audiences for them to buy from me?". She "knows what she's good at and what she likes doing, and she knows what she's not good at. The latter being Marketing and sales, because she wants to do what she likes, being working IN her business, and not ON her business" because it's tedious, mind-frying and torture-like.
- She's starting to think about hiring someone to do the Marketing for her but... Who should she follow? Who knows best?? She has had some success -she has between 10K to 100K followers on her social media and if it's a local business, she has consultations/loyal customers but she's not the #1- but would like to become the #1 in her industry/location to make the most money and convert more of that audience into actual buyers. She's really concerned about it, and most likely, she hired someone in the past but it didn't help and she's now... completely lost when working ON her business. Anyway, she goes back to work, trying to assemble as many energy as possible with coffee and yoga, but it's draining and she has her kids to take out after so she's stressed on the time management too. She finishes what she can while trying to find ideas for her Marketing but again, it's horrible for her and it's what she pushes away everyday. "It might not be that important... If I can deliver the best customer experience, be the most natural and genuine owner... Maybe I'll get enough word-of-mouth and live off of that...And maybe the algorithm will bless me in a near future because of it... I hope." She grabs her kids, slides back home and help them quickly before trying to learn new things and managing her work inside of the business, no matter what it is. At night, she

try to relax by preparing dinner, trying to handle the kids and by eating and watching TV. She does NOT want to show that she's stressed and that she barely makes ends meet, and so she is trying to act natural but it bleeds in for her husband that she's tired and that it's really hard.

She tries her best to have her work-life-balance but she slowly realizes that it's almost impossible to have that if she wants to work ON her business and not only IN her business. So... She's looking out for help to "take a big load off of her shoulders" and reduce her stress levels "15/10", but not actively because she doesn't have the time nor energy to do so.

- She falls asleep at night doing what she wants with her husband, but once finished, she's just stressed and only released by one notch.

She asks herself the working ON her business questions in her mind over and over again, but doesn't find answers before falling to sleep. Everyday, she reports the ON-business work for tomorrow and convince herself that there is probably other ways to get more people in, to reduce her stress overload.

<https://drive.google.com/file/d/12D9tvPpQgvz-B8RpORzvvtHNFDp6qSCk/view?usp=sharing>

(The design used will be similar to this one. The copy is already modeled from that Landing page)

Where are they now?

Worried about their sales and eager to get more results for their business. They obviously know about Marketing as a Solution but when they see the guys reaching out to them having no value to negative value, they kinda doubt the abilities of someone who doesn't stand out/looks like everyone else. They would rather find the good guy themselves or get outreached by them in a professional/not extensive manner. So solution aware, they actively wait for a good product to come around and help them.

Sophistication level 5. EXP play, Identity play, niche down game or reverting to Level 3.

→ Niching down + experience play here are the best approach.

Roadblocks:

- > No idea which marketer is good enough
- > Lost IN their business so their ON-business work is barely existent-rarely effective.
- > Tired of the constant effort of adapting their way through by following random YouTube advice
- > Lost in all the informations online
- > Want to have more time for them and their family.

- > Genuine dislike of their latter being Marketing and Sales, it's a torturous experience to go through each time they have to do so. They really would prefer to not have to work ON their business because they hate it and rather only work IN it.
- > Can't find a competent person online who will care about them and their business.

Solutions:

- > High credibility in someone so they can believe that person completely and keep pushing the ON-business side of it. They're basically in need of a lighthouse.
- > A correct plan adapted to their current situation.
- > All the points from the ebook, so general Marketing like Social media management tricks to save time, how to have a loyal audience, etc.
- > They're the general business owners we all reach out to, the mechanisms are our skills i.e Marketing and Sales.

Desire to act: High, they want to fix these problems since they work and stress about it every single day, but they don't really have time to focus on the Marketing side.

Belief in idea: They believe in Marketing but not in the guys reaching out to them, so 1 for the low-value outrageous outreachers.

Trust in me: 0

Where do I want them to go?

Desire: 8

Belief in Idea: 6-7

Trust in me: 3-4

I want them, in the end, to trust me and my Marketing more than the other guys they can see in their DMs. That's the whole purpose of this. They want to find someone professional who knows wtf he's doing.

I aikido'd the possibility in their mind that I have stolen these info and that I'm a bad guy, I don't want to be perceived that way.

I do not care if they put their name and email, I just want to heighten my perceived value by showing that I'm out there, understanding the markets, and not some back-bended scammer.

What steps do I need to get there?

-Credibility and Trust.

- a. How to get authority/credibility/trust?
 - i. By leveraging my biggest strength, The Real World, presented here as a private network (no name mentioned, it's private) so stolen authority and by leveraging testimonials of the people inside who are a part of my network, making sure they're not crazy wins neither or else it won't be believable.
- Whether they opt-in or not for this lead magnet, I don't really care. The goal is to gain this authority of "Oooh, this guy has some magic tricks and connections, I want to be close to that!"
- They need a proof that I know how to write
- That I'm professional.
- That I can create desires in them
- That I know stuff about what I'm talking about
- That I could be the lighthouse they need, even tough they need more than this to trust me fully.

The content inside of the book = I made a diagram that includes surface Marketing elements to grow online and their Process Map to get results, LINK:

https://www.canva.com/design/DAGIDZREsxo/h3h8Uyle8NjmcAG7sWjTyw/edit?utm_content=DAGIDZREsxo&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton,

and a book that goes slightly over the shallow details of the process (only gone over the 6 points "on the Table", and nothing too deep to be perceived as giving out the gold from TRW for free. They can connect pieces with this lead magnet but won't make the puzzle if you prefer.)

Here's the link to the book, 7 pages, not mad if you don't read it:

https://docs.google.com/document/d/1X-rNbJcqlXV4NARfvvoXNGS_ijiRTQvS1bUt-VGencY/edit?usp=sharing

Value ladder: opt-in Page for free book → Book a call with me → Agree on payment.

Value equation: FREE - many of the informations about Marketing that they want are resumed inside so save time + energy + sacrifices - the dream outcome is not guaranteed but I don't really care about that, the dream outcome will only be achievable through me.

Dream outcome: Make more money, make ends meet, discharge some load off of their shoulders to reduce stress levels, launch events with interested people (target audience), spread their mission into the world and become famous.

Point A to C before landing page: I interact with them on the comments → I send them a DM using the DREAM100 approach → They check the page linked in my profile to see who I am.

They are thinking that all those shitty outreachers don't have any value, they must all be scammers (most likely because they tried one and it failed) and thus they're waiting more than searching (because they don't have time to search for it) for someone who has proven value and good attitude/values.

Funnel: They're interacting with me for the 3rd/4th time, they want to know more about me.

Physically, they were in their DMs after seeing my message which they haven't answered yet, they thought "Oh, that guy who commented on my video, let's see what it has to say" and they definitely want to upgrade their Marketing/selling game so I must mention "Marketing" on my bio.

It's literally their mission/their dream and they fall asleep at night thinking about it becoming successful.

The real goal of this is to make MY perceived value better so they are keen to work with me.

Questions:

Do you believe this is giving out too much from TRW? I don't know what's the line to not cross.

Do you believe that this copy gives the "secret group" and the "secret sauce never seen before" vibe?

Am I lying inside, or is everything clean? Like am I too borderline to share information like that regarding TRW, or is it okay because it's just Marketing that everyone can find online if they search for years?

For us, it's basic information, but for the world, it would be a massive help. Would selling this for whatever price be a crime against TRW? Or is it again okay since I could have found that out in the wild + the content made (Map + Book) is all done from my hand?

Personal analysis: I'm not sure that the authority and Testimonials are going to cut it enough for me to be believed. I haven't achieved amazing results with clients and only have 2 testimonials, which is low. Sure there'll be the testis from TRW but I wonder if that's a KILLER or not in the objective.

The copy wasn't tested.

Lead Magnet copy:

The Simple 7-Step Blueprint That Comfortably Multiply Serious Business Owners' Sales!

- *The 3 time-bending formulas to create 1 month of social media golden-content in one day,*
 - *The unfair “Ladder of Divine Ascent” tactics I’ve gathered to mash the hands of your #1 competitor on Searches (without giving money to Google or Yelp),*
 - *How to organically convert your audience from ceaseless scrolling to repeatedly purchasing your product(s),*
 - *The simplest tool to forge a high LTV relationship with your target market,*
 - *FINAL WARNING -successful “see-click-buy” adaptive ads templates inside.*
 - *A gimmick BONUS to scale and up-scale and up-up-scale...*
- PS: And much more!*

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The Real Cool Stuff:

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