

Research:

Where is my reader at? What part of the funnel are they currently at?

The reader is scrolling through instagram reels, so they're a part of the traffic source.

Where do I want them to go? What is the objective for this piece of copy? What is the next step I want them to take?

The goal is to get the reader from scrolling through instagram reels to DMing Camille about how to improve their jumpshot.

Since Camille's already going to reveal what DMing her is going to provide for them, I'll write a PAS instagram caption to get them to mainly act on emotion, and sprinkle curiosity on it.

Objective: Write a PAS instagram caption to motivate viewers to get their jumpshot analyzed and fixed

What steps does the viewer need to take to make it from point A to point B?

The viewer needs to be motivated enough to stop scrolling on instagram reels for a couple of minutes to get their jumpshot analyzed. They're going to have to click on the profile and DM her which isn't a lot of effort and sacrifice.

Who is the avatar?

A 14 year old named John who is 5'6.

What is the avatar's current situation and what makes it so bad? What are words that the avatar uses to describe its pains?

John's current situation is that he is struggling with an inconsistent jump shot in basketball. This inconsistency in his shooting ability is making things difficult for him on the court. He describes his jump shot as being "zesty". One day, he can shoot like Curry or KD, but the next day, he feels like he's playing basketball for the first time. John has expressed frustration with his coaches as they have not been able to provide him with specific guidance to address his shooting issues, apart from telling him to keep shooting.

John uses words like "broke," "ugly," and "off" to describe his form and the results of his shots. He has struggled to shoot smoothly and feels like his off-hand is causing problems with his shot. John also shoots with too much power, and his arm alignment is causing his shots to go off to the left. He finds it difficult to control his power and has had the best success shooting from half court. Overall, John is experiencing frustration and disappointment with his basketball performance, particularly his inconsistent jump shot.

In addition to struggling with an inconsistent jump shot, John also finds it difficult to shoot midrange shots. He has noticed that he can't get the right arc when shooting from midrange, and often ends up bricking the shot. John feels like shooting from midrange is too close to the basket, which makes it harder for him to get the right shot trajectory.

What is the avatar's dream situation and what makes it so desirable? What are words or phrases that the avatar uses to describe its desires?

John's dream situation is to have a consistent, smooth jump shot that he can rely on from all ranges on the basketball court. He desires a shooting form that feels natural and easy to maintain, regardless of whether he's shooting from midrange or beyond the three-point line.

He uses words like "easier," "fluid," and "extended range" to describe his desired shooting abilities. John wants to feel confident and comfortable shooting from anywhere on the court, and he knows that having a consistent, reliable jump shot is key to achieving that goal. With a more consistent and fluid shooting form, John would be able to improve his performance on the court and feel more confident in his abilities as a basketball player.

What are some of the avatar's roadblocks that prevent it from achieving its dream state? Why is it stopping them?

One of the roadblocks that prevent John from achieving his dream state of a consistent and smooth jump shot is outdated coaching principles. He has been taught by older coaches who have instructed him using outdated shooting techniques that are no longer effective in today's game. As a result, John has been struggling with inconsistency in his shot and has been forced to rely on his own intuition to improve his form.

Additionally, John has encountered coaches who have focused solely on forcing their players' bodies to conform to a particular shooting form, rather than working with them to develop a more natural, fluid technique. This approach has resulted in wildly inconsistent shots for John and has made it difficult for him to achieve his desired shooting abilities.

These roadblocks have made it challenging for John to improve his jump shot and reach his dream state of consistent, reliable shooting. However, he remains determined to overcome these obstacles and improve his performance on the court.

What is the solution to the avatar's problem? How does TPG fit in? Do they know any other products that solve their problems?

The solution to John's problem is to identify the biggest mistake he's making in his jump shot and work on fixing it. By focusing on the most significant issues first and then moving on to the next biggest mistake, John can make gradual progress toward improving his jump shot and achieving his dream state of consistent shooting from all ranges on the court.

TPG (True Point Guard) jumpshot analysis fits in perfectly with this solution because they have professional trainers who can quickly identify the biggest mistakes John is making in his jump shot just by analyzing a short video. TPG trainers can then provide John with personalized guidance and instruction on how to correct those mistakes, leading to more consistent shooting and better overall performance on the court.

Although John is aware of jump shot analysis products, he hasn't been marketed towards products that would motivate him to get his shot analyzed. However, TPG's personalized approach to jump shot analysis could be the solution that John needs to improve his shooting technique and achieve his dream state of consistent, reliable shooting.

Fascinations:

1. Discover the secret to a consistent, accurate jump shot that puts you leagues ahead of your competition.
2. How to instantly boost your shooting percentage with a simple tweak to your form.

3. Discover the breakthrough technique that NBA pros use to perfect their shooting form.
4. Uncover the little-known training secrets that can transform you into a deadly shooting machine.
5. How to overcome the mental blocks that are holding you back from shooting success.
6. Find out how a simple change in your workout routine can make all the difference in your shooting performance.
7. Unleash your full shooting potential with the latest cutting-edge training methods.
8. Learn the proven shooting drills that have helped countless players improve their accuracy and consistency.
9. The ultimate guide to mastering your jump shot – everything you need to know to dominate the court.
10. Discover the hidden secrets to becoming a top-tier shooter that coaches won't tell you.
11. Find out how to take your shooting game to the next level with advanced techniques used by the pros.
12. How to gain a decisive edge over your opponents with a lethal jump shot that never misses.
13. Uncover the key principles that separate good shooters from great shooters – and how to apply them to your game.
14. How to develop a shooting routine that consistently produces results.
15. The ultimate guide to shooting form – master the fundamentals and take your game to the next level.
16. How to harness the power of mental visualization to improve your shooting performance.
17. Uncover the breakthrough training techniques that will revolutionize your jump shot.
18. Discover the secret to developing the muscle memory needed for perfect shooting form.
19. How to take your shooting game to the next level with advanced shooting drills and exercises.

20. The ultimate guide to shooting accuracy – become a dead-eye shooter with these proven techniques.
21. The secret to a killer jumpshot that even NBA pros wish they knew...
22. The one common mistake ruining your jump shot and how to fix it...
23. How to finally achieve consistency in your jump shot without spending hours in the gym...
24. The little-known trick top shooters use to effortlessly sink mid-range shots...
25. The #1 rule for shooting like a pro that even your coach doesn't know...
26. The surprising reason why most shooting advice is actually hurting your game...
27. How to break free from bad shooting habits and finally achieve your dream jumpshot...
28. The easy way to add extra range to your shot without sacrificing accuracy...
29. The truth about shooting form: why conventional wisdom is dead wrong...
30. The simple hack that will instantly improve your shooting mechanics...

Objective: Write a PAS instagram caption to motivate viewers to get their jumpshot analyzed and fixed.

Do you have a feeling that your jump shot feels broken and “zesty”?

The feeling of nervousness to launch the ball when you're open, knowing the second it leaves your fingertips, it's for sure off?

Then you hear a loud bang from the rim, a loud bang from the backboard, followed by feelings of frustrations with your shooting performance.

Your teammates try to comfort you and say something like, “Nice shot” or “We'll get it next time” and you know it ain't true.

Then after the game, Coach tries giving advice on shooting better, to adjust your body a certain way, but *none* of his advice actually works.

There's one common, surprising mistake that is ruining your jump shot; the #1 reason why you're not draining shots from all over the court, that, not even your coach knows.

Find out the mistake you're making in your jump shot and make it fluid by DMing me to have your jump shot analyzed.

WRITER

AI Content Detector

If your content reads like it was entirely produced by AI, it may affect how search engines rank it. Use our free detector to check up to 1,500 characters, and decide if you want to make adjustments before you publish.

AI content detection is **only available in the Writer app as an API**, and is limited to checks of 1,500 characters at a time. Find out more in our [help center article](#).

Add a URL

https://

Add some text

Do you have a feeling that your jump shot feels broken and "zesty"?

The feeling of nervousness to launch the ball when you're open, and completely get it off target?

Knowing the second that it leaves your fingertip, it's for sure off?

Then you hear a loud bang from the rim, a loud bang from the backboard, and constantly feel frustrated with your shooting abilities?

Your teammates try to comfort you and say something like, "Nice shot" or "We'll get it next time" but you know it's not true?

Then after the game, Coach tries giving advice on shooting better, to adjust your body a certain way, but it never works?

There's one common, surprising mistake that is ruining your jump shot; the #1 reason why you're not draining shots from all over the court, that, not even your coach knows.

Find out the mistake you're making in your jump shot and improve your shooting mechanics by DMing me to have your jump shot analyzed.

100%

HUMAN-GENERATED CONTENT

Fantastic!

930 / 1500 CHARACTERS

Analyze text



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