

Avatar:

Carlos Cavallo, is a dating coach for Women, black-belt instructor. He has a lot of experiences in different varieties like Eastern Philosophy and music.

Current State:

1. He has comments that his advice is manipulative and can cause destruction for relationships. Therefore, his credibility is under attack so he seeks to prove that he gives credible advice.
2. He seeks more engagement and traffic on his Facebook and Youtube page because views and likes aren't really high in the present. This means that he has hit a plateau compared to 5 years ago and is probably struggling to go up.
3. He seeks to get more popular now and increase his influence as a dating coach and become better overall.

Dream State:

1. He has proved that he has given credible advice to women and cause ever-lasting relationships. The credibility of him giving women advice skyrockets and he is proving himself worthy now.
2. His engagement in his Facebook and Youtube goes higher and more people are actively buying into his posts and comments. Therefore, this increases his traffic and customer base.
3. His popularity skyrockets and he has become a better dating coach overall.

Roadblock:

I've noticed several roadblocks like he definitely is boring and I feel no emotion in his videos, posts and tweets. It's super boring to watch and it sounds like people are watching from the discovery channel. There is all logic I hear and this is not the best way to persuade people to act. In fact, in this niche of dating I really feel it's extremely important to have an energetic and fun vibe because this is the big factor in keeping a relationship going. If they see a boring explainer, then there's no way people can listen at all to him.

Also, the way he presents his stuff is totally not disruptive.. It won't catch my eye even though he has social proof of being in some big-time tv channels. The way he presents stuff on the videos, images and words isn't catchy enough which can lead to his marketing abilities being in question. The way he intrigues people too...

The funnel is quite confusing as well because I'm not directed to the website but a free love quiz.. I think he intends for everyone to sign to his newsletter

Finally, I myself have doubts on how this can work by reading the program information he has...

It sounds super serious and women I have learned through Tate himself are not to be even taken too seriously like he says she's not that special bro. SO in my mind, will I listen to him or Andrew Tate?? I'm like of course Andrew Tate!!! So will many more...

Solution:

He puts more fun and excitement to his posts, videos or content and is not full of boring explanations that makes me feel like I'm watching the discovery channel...

There are more disruptive, catchy content in his presentation and it finally gets more attention as a result.

He brings a more energetic and fun vibe to his philosophy as well in dating and this one I believe is the key for him to accelerate his business.

Funnel Sequence:

His funnel sequence is not organized at all like there's no clear direction but obviously his main way of enticing them is through his newsletter... So the free value, I thought of is re-organizing the Facebook Bio and a DIC email to present a more emotional and disruptive content to his work.

Email

Subject Line: Adapt a Fun Persona to Increase Influence

Hi Carlos,

I can imagine you are busy thinking of ways to expand your dating platform so I'm going to keep this simple.

Your video 12 Secret Signs He's Flirting With You, caught my eye with the balancing image of instinct and logic plus you're explanation. Great way to help women think first before acting...

But all the information after this statement, I believe there's a better way of presenting them and not making them feel like they are watching a documentary. Like adding more excitement and fun to the tonality.

Relationships should always have a fun energy to them because it's what keeps them away from all the boredom growing up. Something I've learned from Robert Greene's Seduction book!

So I've created a sample email that has compelling elements to persuade them with their emotions so that they are persuaded to take more action.

If this email intrigues you, we can discuss things further about your present situation. Does this sound good?

Best Regards,

Robyn