

Link to squats: <https://vimeo.com/manage/videos/917806602>

I go into much further detail with their dreamstate, fear and pains in this document creating my avatar. So if you think the information is lacking, then it is in here:

Avatar - Wedding Planner

Objective: *Get them to click the link within the email to go to an enquiry form where they submit their info for their wedding.*

"To accomplish this objective I must do the following..."

A. Use X dream outcome (or painful reality) in my first disrupt line because I found during research that this desire was the biggest/most repeated. I am going to incorporate all 4 elements of the Value Equation in this first line for max effect.

The dream state is having a stress free wedding process from planning to the actual day, everything is stress free and secure.

My client's service **maximizes the likelihood of achievement** because

They genuinely care about the success of their clients' wedding day. So they will move mountains to ensure that it happens exactly the way they want it. Like they have done for X amount of people before.

My client's service **maximizes the dream state** because

They will sort every last detail from decorations to seating arrangements, they will help with every aspect they possibly can to give them peace of mind on the day of their wedding. They will help solve family problems with their X many years in the business. They will listen to every detail and won't forget it. Turning their dreams and ideas into reality. So they can have the dream wedding they thought they'd need an extra 0 on their budget for.

They will move heaven and earth to deliver the wedding the hosts fantasize about for their budget. Ensuring it is personalized and there are no cliches/ things they've repeated with other people.

My client's product/course/program **minimizes time to get the desired outcome** because.

Not applicable as my prospects cannot time travel.

My client's product/course/program **minimizes effort and sacrifice** because

My client does the above by taking full responsibility to sort/ help them sort every single detail for their wedding. They will provide tips, and will make sure everything goes smoothly. They have fast replies to any questions they might have. + would be more than happy to hop on a zoom call to iron out any creases they might have. They will have their own personalized wedding. They do not offer cookie cutter kinds of weddings. They care about it being **their** special day.

B. Call out my avatar's biggest roadblock and make the limitations X, Y, and Z sound so easy to overcome by saying X limitation isn't real because of _____. I'm going to say Y limitation is actually easy to shake because of _____. (and so on)

Their uncomfortable situation right now is the fact that they have their wedding coming up and time is running out to sort everything and they're stuck trying to stick to their budget, but there are so many unexpected things they need to sort out for their wedding. And some of the vendors are having surprise costs and people are deliberating whether they are actually coming or not. There are tons of problems they feel they do not have the time, budget and knowledge to do correctly.

Their dreamstate is to have their wedding perfectly laid out for them. Have someone come and take away all the stress of a wedding from now all the way to the end of the wedding. They know every little detail of what's going to happen and they know everything is taken care of. So when the actual day comes around. They have peace of mind and security on a day that some find the most stressful.

The roadblocks they have from trying to get to this dreamstate are (I have a specific roadblock mentioned below in answering the 4 questions)

- Not having the budget for the wedding they want - We will say this roadblock is easy to get around because we've done weddings on a wide range of budgets from X to Y, each couple has raved about it being the wedding of their dreams.
- Having family problems which completely slows down progress. - We will provide advice on how to deal with families with rocky relationships, divorced parents, etc, so they do not ruin your special day.
- Having so many options for vendors, they don't know which one to choose as they all seem perfect. - We know what to look for in vendors, we will sort it out and handle all the communication.
- Having a million different things to sort out and they don't know where to start. - we know the best place to start, and we will work together to complete each task one by one so you can have peace of mind.

C. The avatar has tried many X programs/courses/products in the past and said A, B, and C negative things about them. To handle these objections and sound unique, I'm going to make my client's program/course/sound unique by saying

They have tried to do this by themselves and they would have browsed a couple of other event planners online. To make us stand out I will mention getting areas of their dreamstate they do not realize they have/ no one else advertises. For example, relating it to status, by saying their friends and family will talk about it for months after the wedding finishes and that they secretly wish that theirs was as good as this.

I will make us sound like a wedding planner that actually cares about the success of their wedding, and making it their dream wedding. And will move mountains to make it happen.

Copy was not tested because this is FV

What are they thinking? - For the purpose of this copy, my avatar is distracting themselves from the responsibilities of planning their wedding by going on social media which is where they will see this. They are wishing there was a simple way to do this, and that someone could wave a magic wand and have their dream wedding fully laid out.

Where are they emotionally and physically? - They are stressed out with planning, work, and having. They want to live up to their own expectations and give everyone the time they would want to receive if they were the guests at a wedding. They want to do their best, and they are trying, but it is not that simple, and something always seems to go wrong for them. So it's making them stressed.

Where are they in the funnel? - In the first stage, I'm trying to pull them into the brand.

Personal analysis

- I skipped step 4 in the steps to taking them from where they are now to where I want them to go. I said I would get some testimonials and compare them to that to establish trust and authority. But I wrote that and thought it was good, and that finding the actual testimonials and putting them in, or referencing this couple who we helped from the exact situation I describe would have bored the reader by taking up too many words. Do you agree? Or should I go back and find some testimonials to copy off of.
 - I believe my P.S section is relevant. But it should be more prominent in the copy. What I say is correct, most couples are surprised by how much flowers cost for their wedding (It's extremely expensive!) But I thought if I included it within the middle copy, I might lose the interest of those couples who have been trying to plan their wedding for ages and keep running into problems. Should I create two versions of this ad? One designed for an avatar that just got married, and make everything tailored to them, address their excitement and tell them the best thing they can do is hire us to secure their dream wedding. And then leave this one be, removing all mention of the wedding stuff for people who have just got engaged and make it purely for my current avatar who has been struggling to get theirs booked?
 - I don't like the CTA. I feel like I might be offering too much. Like it's a pretty significant step to go from where they are now to booking a call with us. Perhaps I should offer something smaller that requires less effort from them? Also I don't tease the call earlier. So I feel like I kind of spring it on them at the last second. Should I do this?
-

Improved Version

PAS ad on the pain of sticking to the budget to plan your perfect wedding.

4 questions + roadblocks and solution

- 1. Who - I'm talking to Judy (my avatar in this)**
- 2. Where are they now? - Right now they are stressed with trying to book their perfect wedding, but they are stressed with trying to get everything that would make the dream wedding in their imagination into reality and being able to afford it. They have tried to alternate with what they have booked to see if it fits, but they have to sacrifice something they want to keep, which makes them devastated that it won't be the wedding she dreams it would be.**
- 3. I want her to fill out our enquiry form to have a free consultation.**
- 4. What are the steps -**
 - a. Step 1 - Grab their attention. I'm going to grab their attention by addressing the pains they are feeling with trying to get their dream wedding, but feeling like their budget is not big enough. This will grab their attention because they will see someone answering one of their biggest pains, so they will want to learn how this person can cure their pain.**
 - b. Step 2 - Amplify pains and desires. I'm going to amplify their pains and desires, by linking the fact that if Judy achieves her dream wedding, what this will do for their status, how much people are going to enjoy their wedding and respect them for creating such a beautiful day. I am also going to link it to the highest level of Maslow's hierarchy of needs, she will feel immense pride in herself for letting people have such a good time. Having extremely happy guests will make her happy. And I'm going to link the happiness she will feel at the end of the wedding when she's winding down, and looking back, euphoric that she's just had her dream wedding, I'm going to use visual and kinesthetic sensory language to amplify the feelings of pride.**
 - c. Step 3 - Roadblocks and solutions. They don't have guidance to book their perfect wedding. They are newly engaged people who are excited to book their perfect wedding but do not know exactly how. They do not know the path they need to take to get to their dreamstate. They have no experience with this. They need guidance for their dream wedding, they have no idea what exactly they need to get their dream state. The solution is to hire an event planner who knows how to turn all of their ideas and their imagination into reality.**
 - d. Step 4 - Trust and authority. I'm going to convey the trust and authority by saying they've helped X who tried for months, and then booked and had peace of mind their dream wedding was secured within a couple weeks. and Y who booked with them straight away and never regretted it.**
 - e. Step 5 - Close. I'm going to use the 'handhold' method to describe what they need to do to achieve their dream wedding. They need to click the link, answer a few simple questions about their wedding, and hit send. Then**

they will receive a free consultation about how we can turn their dream wedding into reality.

Headline: Tired of your dream wedding costing too much?

Tired that no matter how many vendors you compare, or alterations you make. You always end up thousands over budget?



You want something a little bit like this, right?

What if I told you could have this, whether your budget is \$15,000, or \$50,000

So you can have your-

- Picturesque venue you thought would break the bank.
- Cake that feels like it was pulled directly from your imagination
- Gourmet 3 course meal to leave your guests in awe.

But most importantly...

- A day friends and family will look back on as being one of their favourite memories with you.

For pretty much any budget.

So you can collapse to bed, euphoric that your dream wedding became a reality and your bank account is still in one piece.

So whether you've been trying to plan your wedding for months, or you just got engaged.

If you want to manifest your dream wedding into reality, regardless of your budget.

AND IF you are finally ready to stop banging your head against the wall trying to cram your wedding into your budget.

[Then click here. answer the 5 questions about your wedding and receive a FREE 30 min consultation where we lay your path forwards out step by step.](#)

P.S. Lots of newly engaged couples are blinded by their excitement. They think they can do it by themselves, (wait until they find out how much the floral vendors cost...)

So if this is you then click the link above, and save yourself weeks of trial and error.

Not the emails below! Just the one above please.

Email 1 - The objective of this email is PAS designed to get them to click on the link to take them to the booking page.

I am accomplishing this by choosing to focus the PAS on the desire of having a stress free wedding process from today to have peace of mind and security on their special day.

Upon reflection "How to book your dream wedding without breaking your budget." was probably a better choice for a SL. The one I chose here is probably better for PAS, rather than DAS.

Judy

She is stressed that she wants her dream wedding to fit her budget, but no matter how many times she has tried to alternate it to make it fit. They always end up thousands over budget, and she doesn't know what to do, she's thinking she needs to get rid of something to make the budget work. Which breaks her heart.

I want Judy to book a free 30 min consultation where we go over how to iron out the creases and make everything she wants at the wedding fit her budget.

Steps:

Attention with addressing pain

Amplifying desire by showing her an example of what her wedding could be like, then using future pacing to describe what happened at their wedding,

Tell her that this person went through the pains she is currently going through

The biggest mistake they made is probably the same as X couple above and it's a quick fix. proposing if she would like her dream wedding to be something like that too.

and the easiest way to solve this problem is to hop on a quick 15-30 minute chat with us.

This email/ad is designed to get them to click on the link to take them to your booking page.

Headline/Subject Line: Can you feel your dream wedding slipping away?

A wedding where the ceremony is gorgeous, your guests are in awe at the venue, and you have your first dance to that song you both love.

A day that your friends and family will talk about for months after it finishes. (And even wish theirs was as good as this...)

But time is running out, and the mountain of tasks only seems to grow taller with each passing day.

Regardless of your budget, we can help you turn every detail into reality, (and often, make it even more fantastic!)

If you want peace of mind, and security that your wedding will be everything you and your partner fantasize it would be.

[Then click here and enjoy a stress-free wedding](#)

Improvement:

SL: Can you feel your dream wedding slipping away?

When you imagine your dream wedding, you probably think of the day [name] and [name] had:

[picture of happy client]

[testimonial]

“Quote 1 e.g. the food was mouthwatering” “Quote 2 e.g. the venue took our breath away, as it did our guests”

Imagine if this was you describing your own wedding.

Email 2 - The objective is an ad, which is used to drive curiosity to a blog post where we have a lead magnet for their contact details. We will make them curious about which vendors are the most important to get right.

Headline: How to book perfect vendors regardless of your budget

There's a reason why our customers get compliments for months after their wedding from friends and family.

After 10+ years planning weddings, I'm going to reveal my step by step guide to finding the vendors that will leave your guests speechless.

You will also learn:

- Which vendors actually care about the success of your wedding, and which only like you because you're money in their pocket.
- The common trap that costs newly engaged couples DAYS of time. And how to avoid it.
- Why asking friends and family for advice on vendors is sometimes a bad idea.

And 5 more secrets to help turn one of the most stressful parts of planning any wedding into a one week job.

[Click here if you want to find the best vendors for your budget.](#)

Email 3 - PAS email focused on how sure they are they are going to get their dream state.

SL: Is your wedding going to be **boring**?

Do you feel like you're on track to turning your dream wedding into reality?

A day of laughing and cheering, where the sun shines warmth on your perfect venue, the speeches entertain, and your guests don't want the day to end.

A gray day, with bland food, cheap decorations and a cake that leaves you feeling empty.

Where your friends and family stick around as a courtesy. And your first dance is to a crowd half empty.

Are you on track to turning this into a reality?

Or do you find yourself staring at a mountain of work, worried you don't have the budget for everything you and your partner fantasize about?

If you want someone to take away the stress of planning every detail and turn your ideas into reality.

[Then click here. and enjoy a stress-free wedding](#)

Email 4 - PAS on the pain of sticking to a budget and missing out on parts of your wedding you want to keep.

SL: Is your budget ruining your dream wedding?

If you wake to the feeling of

You fear that your budget will force you into a cookie-cutter wedding that isn't fully **you**.

"Where are the extravagant decorations?" "Isn't that cake a little small?" - your family will be thinking.

Everyone will blame their lack of memories on free booze...

But you know that traditional weddings are a snooze fest.

Regardless of your budget, we can help you turn every detail into reality, (and often, make it even more fantastic!)

If you want peace of mind, that your wedding will be everything you and your partner fantasize it would be.

[Then click here and enjoy a stress-free wedding](#)

Headline: Is your budget ruining your dream wedding?

As you are painfully aware, no matter how many prices you compare, alterations you make, you will always be thousands beyond what you're comfortable paying for.

So you fear having to settle for a wedding less than what you dreamt it would be.

A day that bores your guests and that will leave you wishing you did it differently.

"Where are the colourful decorations?" "Isn't that cake a little small for a wedding?" Your guests will be thinking.

If you're tired of your wedding ruling your thoughts, and want that day that will take everyone's breath away. (Including your own!)

[Then click here and receive a free quote on how to have your dream wedding for way less](#)

Book a free 30 minute call and together we will lay out step by step your path to your dream wedding

[Click here and enjoy a stress-free wedding](#)

Email 1 - DIC email for a wedding diary planner

Who am I talking to? - I am still talking to Judy, my avatar

Where is she right now? - Right now she is trying to plan her wedding but finding it hard to keep track of everything, she has a million tabs open, the notes app on her phone is full of things to look into, she is stressed she has so many things to keep track of, like meetings with vendors, engagement things, wedding things, bachelorette stuff, and honeymoon planning. She is stressed trying to keep track of all of it.

Where do I want her to go? - I want her to purchase this book (low ticket product), not only as a simple way to keep things organised, but also as something to look back on a few years down the line and enjoy the fact that they used to struggle with planning their wedding so badly, they will chuckle with it.

What are the steps to getting her there?

1. I need to grab her attention with something she's struggling with. "Struggling to keep track of your wedding plans?"
2. Then I need another line where I increase their curiosity some more. I'm going to do this by "There's a reason why we are able to keep track of several weddings at once
3. Then I will use not statement to increase curiosity. "It's not opening a zillion tabs you'll never look at, it's not recording hundreds of voice memos to yourself and it's definitely not keeping bookmarks your computer could delete at any given moment.
4. After the not statements, I will use one of the 6 curiosity builders to amplify it. "We use an "old fashioned" method most people completely look past.
5. Then I will hit them with a fascination close, most likely an if then
6. P.S. section where I amplify the pain of trying to keep track of everything.

SL: Struggling to stay on top of your wedding?

Do you want to know how we are able to keep track of several weddings at once?

When most people struggle to keep track of one?

It's not opening a zillion tabs you'll never look at, it's not recording hundreds of voice memos to yourself and it's definitely not keeping online bookmarks your computer could randomly delete.

We use an old fashioned technique most couples completely look over because it's "stupid"

In our (vast) experience there are two kinds of couples, ones that are blinded by their excitement from their engagement and spend months doing jobs that take us a couple of days.

Or there are those who listen to the professionals and use our methods to squash all stresses and anxieties for their wedding day within a week.

Which one are you?

P.S. Our experience has taught us something else, if you are stuck planning your perfect wedding, you are making one of three obvious mistakes you can solve in a heartbeat using our technique.

If you **don't** click the link below,

You probably have a chronic case of mistake number 2

[Click here and cure your disease](#)

Email 2 - DIC for how to solve differences in opinions with your spouse.

Who am I talking to? - I'm talking to Judy again, with a slightly different story. She and Derek argue over the guest count, as they have conflicting views over who should come and how much they are paying. Judy wants to invite lots of people from her extended family, but Derek wants a smaller one with the people they care about most.

Where is she now? - She is just starting to plan out her wedding, and is now stressed because Derek has revealed he wants a completely different wedding to how she wants it. She is frustrated because he is not being unreasonable. But she doesn't want to let her dream wedding go. The one she fantasised about as a kid.

Where do I want her to go? - I want her to purchase a low ticket offer. A \$20 guide on how to compromise with your spouse, and have a wedding you both love. And how to avoid any indifferences from arising again.

What are the steps to getting her there? -

1. Need to catch her attention by addressing her key pain, which is her and her fiancé having their differences. (Or does it make more sense to market this guide as a book to make the planning process as smooth and seamless as possible.)
2. Then I'm going to set up the rest of the copy where I increase the curiosity around how to settle their indifferences and not ruin their relationship at the same time.
3. Then I'm going to go into fascinations covering what this guide will contain. I will include fascinations targeted for couples who are currently in gridlock trying to get round an indifference, plus how to get around them and never face a problem like this again. Plus I will also include fascinations for couples who haven't started planning yet, and will tell them how to avoid it and make the planning process as smooth as possible.
4. Then I'm going to share a testimonial as authority about how we helped Wendy and Gill overcome their problem (which is going to be the inverse of Judy's current situation) to make her feel like she can trust us.
5. Then I'm going to close by guaranteeing certainty of overcoming this problem and getting back on track to planning their dream wedding.

Headline:

Email 3 - HSO for a couple who went through the turmoil of trying to plan their own wedding, only to come back and use a wedding planner.

Winners writing process

Clarity

Model

Spark your creativity.

4 questions

1. **Who am I writing this to?** - I am writing to Judy, my avatar, a 29 year old female who has just got engaged.
2. **Where is Judy right now?** - Right now Judy is going to start planning her wedding. Emotionally, she is excited to start. As she is with the love of her life, and she can't wait to see what she can put together for their wedding. She wants their big day to be perfect. She is imagining her dress, the cake, the kind of venue, the speeches, the ceremony, seeing everyone, she is so excited for their big day and can't wait to start planning and putting it all together. She knows it's going to be tough and that a lot of people find it stressful, but she is determined to make it work.
3. **Where do I want her to go?** - I want her to fill out a quick form with some questions about her wedding, so we can have a free 15-20 minute chat, about more to do with their wedding, and how we can make it her reality.
4. **What are the steps I need to take her on to get her from where she is now, to where she needs to go?**

Step 1 - Hook, I need to hook her attention by describing the pain she is going to feel whilst booking her wedding. Right now she is brand new to it and doesn't know the hidden pains ahead and the struggles she will face, she know it will be hard, but she doesn't know what's going to be the hardest, and all the problems that she will eventually run into. So I'm going to hook her with a thought she would never hope to have, of someone's dream wedding falling apart. This is hooking her attention using the peak drama of the story.

Step 2 - provide a little bit of context behind what I just said. I want to address Judy's current situation, e.g. saying something like "I was so excited to plan my dream wedding. I knew it was going to be tough and that people say it's stressful for a reason. But you don't realise how much work there is to do and limitations you have when you try to plan it by yourself" - Address her current situation, and why she went down the other route, and why she shouldn't have we throw FUD (Fear, Uncertainty, Doubt on the route of planning your wedding by yourself.

Step 3 - We begin the story, by saying this was Rose's wedding she was super excited to start planning her wedding but she didn't realise the stresses of planning alone, so she struggled dearly and feared the worst case scenario, (nice photo) a few months ago her wedding was falling apart and she was exhausted from stress. She was so excited to start planning her wedding, she thought it would only take a couple of months, she was worried she'd have to cancel it.

Step 4 - Which is when she came to us. Initially she didn't want to come to a wedding planner because [biggest objection to not wanting to come to a wedding planner] she explained her situation (struggling with common struggles) and we got to work.

Step 5 - We helped turn her wedding around and in just the space of a couple of short few months. We helped her get the wedding she dreamed about when she first started. If she had one it sooner she could have avoided months of stress.

Step 6 - We use the two way close inspired by John Carlton to tell them they have two choices, either carry on by themselves (which we have dumped FUD on) or to save themselves so much stress and get their dream wedding the easiest way possible.

**Hook: My wedding was falling apart
My dream wedding almost never happened**

They tell you it's hard

But they don't tell you just how infuriating planning your wedding really is.

I knew it was going to be hard, but

But I never realised just how hard it was.

After months of unreliable vendors taking days to respond and small details we didn't realise we needed costing thousands over our budget. There was simply not enough time; the wedding was only two months away.

I was exhausted, and feared having to tell everyone the wedding was cancelled.

Which is when I spoke to [name]

Initially I didn't want to go to a wedding planner, I thought they were unnecessary and I wanted it to be my own work.

She listened to my situation, nodding and writing every concern I had down.

I thought my situation was unsolvable. But after my rant was over she smiled and simply said:

"Rose, let's get you the wedding you want!"

And after I signed, every moment was bliss.

From dealing with unexpected costs, to having friends who gave us what we needed for a discounted price.

The wedding I dreamed about when I first got engaged was coming together.

And it culminated with the most fantastic day that everyone loved.

So if you are just starting with planning your wedding. Please avoid the mistakes I made and save yourself from months of stress, and wishing it would all come together.

Book today and actually enjoy your wedding planning process

It wasn't always this easy. Months prior [name] was exhausted with stress.

No matter how many vendors she compared, prices she got quoted, her dream wedding was costing thousands too much.

She had wasted weeks running in circles, chasing dead ends, she was hopeless, and feared she'd have to sacrifice her dream venue to make it work.
