

**AVATAR:** A 20-year-old man who has created his own mentorship program and is trying to advertise it on his Instagram account. Despite getting a lot of views, he is struggling to gain followers and sales.

**DESIRES:** He is trying to transform his ads, so people can buy his product. He is also trying to get more followers so they are invested in seeing every video of him. He wants to establish himself as an authority in his field and build a loyal community around his mentorship program.

**WIIFM:** To build his social proof, I would suggest that he reach out to more relatable and recognizable people to create ads for him.

**GOAL:** Trying to sell him my website where he can get the email or even telephone number of any big Celebrity! Kind of like (Hunter.io)

**SL: You are not believable.**

Are your ads ranking in views,

**Yet** no one is following you, let alone buying your product?

It's frustrating, isn't it,

But the reason for that is simple:

**NOBODY TRUSTS YOU!!!**

I know that sounds harsh, but that's the cold reality,

Because no one will **EVER** hand over their hard-earned moolah 💰 to someone they don't trust or recognize,

**Unless....,** 😞

**Somebody else does the ads for you,**

A person your viewers can relate to,

Like a, Celebrity, Athlete or whoever,

**Think of it like this:**

People love to connect with familiar faces.

When someone they look up to endorses your program,

It builds instant credibility and trust.

Which will turn your viewers into followers and high-paying customers in no time.

*“But how do I contact Celebrities? 🤔”*

Well, that's where **Callio** comes in.

**Callio** is **THE** ultimate platform for connecting with top athletes, politicians, actors, and many more.

Besides that “Callio” offers exclusive behind-the-scenes content from high profile people, giving your audience a VIP experience they can't get anywhere else.

So trust me,

With Callio, your sales will blast off like a rocket into space ! 🚀

To get started, simply click on this link:

[Link](#)

See you inside,

Best regards,

(My name)

*Optimistic about.....*

*Well let me be honest to you.....*

*But with this simple method .....*