

4 QUESTIONS TO ASK MYSELF:

1. Who am I talking to?

I am talking to around 20-year-old entrepreneurs who are at zero or already making some money (below 2k a month) with their social media marketing agencies. They want to be making around \$10k per month but they're really struggling and it seems almost impossible for them. When they try to do the work themselves, they give up because they are stuck and are not mentally strong enough to keep working in these situations so my prospect is often shaming them and trying to hit them in the pain points (I said "trying" because he is not doing it in the best way)

2. Where are they now?

Now they are going through a lot of pain in their lives (girlfriends leaving them because they're broke, putting in a lot of effort for no money...) and they feel like they're never gonna make it because they have tried a million times over and over again. Every single time, when they make a promise to themselves that they're gonna make it, they fail. And it's an endless loop. This is probably their last chance before totally giving up and 90% of the time, they can't make it alone. They need a community and guidance that will push them and teach them to succeed. Otherwise, they'll probably stay broke.

The good thing is... They have become familiar with my prospect and now they are located on his sales page, reading about his mentorship program

3. Where I want them to go?

I want them to feel some shame and I want them to use that shame to unlock the fire in their hearts that will drive them to take instant action and be super excited about joining a mentorship program.

I want them to buy and change their lives forever

4. What steps they need to experience?

As I said, I want them to feel a level of shame and discomfort for being mentally weak and putting in all those hours for nothing. Then, once they feel that shame, I need to show them a legitimate solution to solve their biggest roadblocks and change their lives forever. I need to show them a solution in an energetic way that will make them all excited and make their hearts pumping like crazy.

The page needs to show them the keys to everything they've ever wanted and make their journey more fun. They literally need to feel comfortable being uncomfortable and for the first time ever, make amazing progress.

Also, they need to believe that this is something that will actually change their lives and fix all of their problems.

ROADBLOCKS, SOLUTIONS

Roadblock: They don't know how to get clients, get them results, and improve the quality of their agencies to make a lot of money

Solution: They need to analyze how other successful agencies are running successful ads and apply that to their situation

Roadblock: They don't have the mental power to do the hard work that will make them money and they're tired of going through that process a million times over and over again

Solution: They need someone to push them and show them how to build a successful agency

100 BODYWEIGHT SQUATS:

I don't like doing the easiest exercise but my muscles (except my legs) are burned from previous workouts

<https://rumble.com/v47sm3o-100-bodyweight-squats.html>

My copy is gonna be a "2 ways close" section in the offer part of a sales page. The reason I'm writing only one part of a sales page is because it's a FV that I'm gonna put in my outreach. My prospect has a really amazing, attention-grabbing headline and a bunch of detailed and well-designed testimonials on his sales page. But besides that he doesn't have an actual copy.

The goal of this 2 ways close copy is to make them understand their options and why it's important to choose the right one.

I need to show them how terrible the first option is and how amazing the second option is and make it so stupid and almost impossible for them to choose the 1st option.

MY COPY:

The way I see it you have 2 options...

Option 1: Ignore this opportunity and go on your own

You can pretend that this opportunity does not exist and **again try** to succeed just by yourself.

If you choose to do that, I envy your courage.

Because you're risking years of time and thousands of dollars just so you **might not** be as **broke as you are now**.

Are you not tired of making promises to yourself that "this time" you're finally gonna make it...And you don't?

Are you not tired of watching endless videos from gurus and still not knowing how to get a client or scale your agency?

If you don't have enough of this...Go for that last chance promise you gave to yourself.

But there is a high probability that you'll **FAIL**.

That you'll stay weak and poor forever.

That's the harsh reality of your current existence.

But if it's your last chance why not go all about it...

Option 2: Let me and my proven RSC system guarantee you \$25k in 90 days or less...By adding actual strategies to your agency

Now this option is a real deal.

Take action today...

And it could have the greatest possible impact on your life. Without wasting nights trying to figure out things on your own.

Book a call with a team of professionals and get ready for shitloads of money coming to your bank account.

If you don't reach \$25.000 in your first 90 days inside RSC, we'll work for free until you do!

There are already plenty of people inside who doubt themselves if they can make it with this.

And they're all cruising it now

So why shouldn't you?

Let's make it together!

MY PERSONAL ANALYTICS:

The second after I wrote this copy, I randomly saw one sales page that also had 2 ways close section. But even if my copy has some advantage over it, that guy is doing it more smoothly with less need to spend more words and he gets to the point even better.

So I think I should focus on getting to the point with less explanation

