

G's from the experienced review channel. Check the ["Post-review"](#) section, that's the copy I'd like to be revised. The rest is my original submission to the aikido channel. Thanks

4 questions

Sales page for a spirituality Guru. His mechanism is identifying the EGO through different self-development practices you would usually only get in isolation, but he combines them.

After identifying the EGO, you can learn to control it and live free of inhibitions and start living to your fullest human potential.

1 - Who am I writing to? Who is my avatar?

Avatar:

Lucy's life has past by. 35 years of age and her uneventful and insignificant existence is weighing on her. Has a regular 9-5, no children, a meek relationship with another meek man with a belly, and no clue as to what's next for her. **Mid-life crisis on full blast. She's fully convinced something's wrong with her brain, and that she is destined to be in constant depression and anxiety.**

2 - Where are they now? What are they thinking... feeling? Where are they inside my funnel? Level of sophistication?

They've clicked my ad where I teased the EGO is the real reason behind their problems. They're curious and skeptical about it given that they have a super high level of sophistication. Have read endless self-help books, gone to courses, therapy, and groups. They've all failed because they're based on external sources, like exercises, motivation, God (Since they couldn't find peace in religion, these people became extremely atheistic from what I can garner)

3 - What actions do I want them to take at the end of my copy? Where do I want them to go?

I want them to schedule a meeting with my guru where he can close them on the course.

4 - What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What are the steps that I need to guide them through to take them from where they are now to where I want them to go?

They need to believe this is the real thing. Not another course that isn't going to deliver. I need to conclude that the meeting is something good for them and that there's a genuine possibility of healing for once in their lives. I want to highlight the benefits of the call so that at the very least, they feel like they'll get something out of it regardless of the outcome

It's a mexican client. Here's the draft layout of the website, the copy I am concerned with is the second image (I translated it below).



Historias de éxito

"Depositar responsabilidad dentro de ti. Zigma es el único lugar donde me guiaron a ver hacia adentro y perdonarme"

- Oscar, quien superó una adicción a sustancias.

"Teníamos muchas sombras, pero hubo una conexión. Sentimos nuestro ser."

- Manuel y Luzma, quienes están trabajando para vivir con la muerte de su hijo

"Estaba harta conmigo misma, pero aquí encontré mi esencia. Algo que nunca pude encontrar en otros lados porque me ponían a buscar fuera, no adentro."

- Tati, quien está aprendiendo a amarse después de 5 divorcios

VIDEO

VIDEO

VIDEO



Hala, soy Jesús Benavente, fundador de Zigma Tribal

Desde joven, mi sueño de ser actor se vio truncado por los problemas familiares, marcados por las adicciones y la violencia de mi padre.

A pesar de estas dificultades, comencé a trabajar en diseño gráfico y fundé mi propia agencia, pero la tragedia golpeó cuando mi hermano fue asesinado debido al abuso de sustancias.

ZIGMA TRIBAL

Una Década Sanando

Sumido en la depresión, vendí mis pertenencias. Durante años, me sumergí en estudios esotéricos y prácticas espirituales auténticas, dando paso a una nueva vida entre la actuación, el misticismo y el tarot.

En mi proceso de sanación, mi padre y su familia me despojaron de la casa que construí. Enfrentándome a una encrucijada entre el EGO y el SER, decidí canalizar esa energía en Zigma Tribal.

Este proyecto representa mi búsqueda de desarrollo humano y trascendencia espiritual, con la esperanza de acompañar a otros en su liberación hacia la simple dicha de ser. Aunque mi padre enfrenta la crisis crónica y su familia marcó mi pasado, reconozco que todo es parte de un proceso, y a pesar de las diferencias, lo amo.

Dame la oportunidad para mostrarte que sí se puede sanar, sin importar que. Haz clic en el botón y agenda tu sesión de introspección gratis.

[Haz clic aquí](#)



Copy:

It reads:

Free Introspection Call

Tell us about your life and whatever “demon” you think there’s no escape from... And in 30 minutes...

We will reveal to you how our process can overcome any trauma or mental warfare you have in a few months...

Without taking more than 1 hour from your week!

You will see the true root of all your pains. From now on, you will live in peace and abundance no matter the problem. The control that you’ll possess over your life turns stress into a figment of the imagination.

For free, no strings attached.

Post-Review

Can you Give Me One Last Act of Bravery?

You feel abandoned by God...

That because of your insufferable and traumatic past, the same pain awaits you in the future.

You've tried every self-help book and paid for courses that didn't work...

So I understand you might be ready to throw in the towel...That you've decided to learn how to deal with living in pain rather than heal from it.

But still...Can I ask one last act of bravery from you?

Give me not more than 30 mins of your time...Where I'll SHOW you how we can specifically make YOUR life better.

How it's possible for you to surround yourself with loved ones who thank god you're a part of their lives. And live out your true calling where you'll leave your mark in the history books.

For free, no strings attached.

Tell me.. If you ignore this, how will your life change? How will that decision make your life better?

This one act of bravery might be the one to change your life forever.

Click here

.....

Version2:

YOU decide whether or not Zigma is legit...We know you will, but still, if you feel like you haven't, we'll send you a "Sorry I Scammed You out of 30 mins" gift card with a Starbucks coupon.

Without taking more than half an hour of your time...

The vision of the future where you live in solitude and regret will MELT away...

And be immediately replaced with one surrounded by loved ones and success.

For free, no strings attached.

My Analysis

Looking at top players, I wanted to keep things short for the sake of design. My main concern is whether or not it's all enough to make them take action. With the surrounding testimonials, videos, and author's biography, I believe it's fine. I COULD do more in regards to the process, but I fear I might overload the reader with too much information. I sweetened the offer as much as possible, so my only obstacle is whether or not the reader can fully visualize my offer in their heads. Do they understand the benefits and the outcomes of the call?