Copy Review
Aikido-clothing brand

100 pushups https://rumble.com/v5asujn-100-pushups.html

Business Type: Ecommerce ((clothing brand))

Business Objective: Get potential customers to purchase clothing from the website.

I kind of liked getting them to buy.

Funnel: Google Ads and Instagram Reels → Website

Always ask yourself why are you adding this element in the website and what effect will it create in the reader's mind

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You are a digital marketing expert. This is the project you're working on:
[insert all information of your current Winner's Writing Process Winners writing process

WINNER'S WRITING PROCESS

Business Objective - Conversion of leads

Funnel Piece Required - Website

Business Model/Niche - ecommerce (Clothing)

Who am I talking to?

Name: Rahul

Gender: male

Age Range: 18-35

Occupation: Engineer or corporate job

Geographical Location: india

Image:

Where are they now?

Where are they in the funnel physically?

They are on social media(instagram)

Current State

Browsing on Instagram or engaging with fashion content online. They may be interested in new styles but haven't committed to a purchase yet

They are frustrated and angry because no one compliments and they have interest in old money starboy and streetwear aesthetic

Dream State

They know a brand that sells high quality clothes at reasonable rates and now they can buy and dress Old Money,starboy and streetwear which resonates with their values

They would smell and feel elegant, fresh,woody and sexy

They would have 4 girlfriends or one depends on the person

They would look Fresh,timeless refinement ,minimalist, understated elegance,sophisticated,classy,clean and wealthy

They get hella compliments about their fashion sense

Who do they want to impress?

Girls

Friends

Family

The people who wear and respect the ''Old Money'' Aesthetic

And normal people on the street or the at the event/restaurant

Business owner and partners[important people]

Their social media fans

How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?

look Classy, Wealthy,Smart,Elegant,sophisticated,Fresh,clean and timeless

like a million bucks

Problem: They don't know a brand which sell old money starboy and streetwear clothing at reasonable rates

Solution:Find a good trusted brand which sell these clothing with high quality at reasonable rates

Product: Our brand Rebelion is trusted and sell high quality old money,starboy,streetwear clothing at reasonable rates

Awareness Level: They are problem aware They know their wardrobe or style lacks sophistication and want to change it.

I need to take them from this to Solution aware:offer them a brand which resonates with their values and present our brand as the solution their problem

Sophistication Stage: They have seen brands and influencers promoting "Old Money,starboy,streetwear" but are skeptical about authenticity and quality

Three Pillars:

Desire:5/10 They want to buy new clothes but havent found them or need urgency to buy the clothes

Belief:8/10 They believe that if they upgrade their wardrobe they will be more presentable,confident,goodlooking and get compliments for dressing good

Trust:3/10 They do not have trust in the brand at all they are skeptical about

What are their objections?

Is there a refund Policy

yes

Does it ship all over india

Yes pa n india

Is the quality goodYes look at our reviews

Yes look at our reviews

How many day will it take to be delved

5-7 days

Attention Type: passive Attention:they are scrolling through instagram

Where do I want them to go?

I want to them to go to the website link and click it

I want them to purchase the products

What experiences do they need to go through to get there?

I want to them to go to the website link and click it

Need to catch their attention and showcase clothes that resonates with them at reasonable cost

I want them to purchase the products

They need to feel pain of not having good clothes to wear and not having good fashion sense

They need to feel the dream state when they will wear that clothing.status,confident,timeless,cool,good looking and they need to feel urgency to buy them right now like limited stock left

They need to trust and inspire belief in the brand and the style they are going to wear

We will demolish their objection and create curiosity and showcase stunning reviews give me 4 reviews that are really good and includes their pains and dreams quality compliments

Why should the reader stop what they're doing to read my copy / consume my content? (What's In It For Them?)

See:Beautiful visuals of clothing styled with accessories.

Social proof: testimonials, influencer collaborations, and high reviews.

Quality assurance: fabric, fit details, and craftsmanship behind the scenes.

Feel:

Confident that they'll stand out in a tasteful way.

Reassured about product quality and style.

Experience:

A simple, frictionless buying process.

Clear return/refund policies for added trust.

A curated experience (e.g., styling tips, suggested pairings)

They need to stop and consume my content because we are offering clothing which resonates with their beliefs and at reasonable rates

They get high quality clothing which will make them feel cool fashionable, Fresh,timeless refinement ,minimalist, understated elegance,sophisticated,classy,clean and wealthy

Why should my readers do this action I want them to take NOW and not LATER? (Is there a good reason WHY?)

Buy now

They should buy now because there are only few left and they need purchase or its going out of stock

Why should my reader buy my product instead of my competitor's product? Why should they take X action I want them to take over everybody else's?

Transparent quality guarantees: Each piece is made to last and feels luxurious.

Education through styling tips, helping them embody the "Old Money.Starboy.streetwear" aesthetic.

Community belonging: Owning these pieces makes them part of a sophisticated tribe.

It needs to be a smooth experience

, goal is to get them to but, marketing asset website , research, etc.]. This is the outline for your copy: .They need go through pain and dream cycle

we have to establish trust and belief in them

By creating curiosity and showing them reviews by fulfilling their curiosity

We have to write persuasive copy

We have to create urgency for them to act now

We need to call their pains and dream state

We need to create fomo of the people who are in and wear old money,starboy,streetwear feel different in a good way

I want you to write me a first draft based on this outline, including all the information from the WWP above. Focus on writing the copy using customer language and match where the avatar currently is.

WINNER'S WRITING PROCESS

1. Who am I talking to?

- Potential customers who are fashion-conscious and likely follow trends. They may be younger, active on social media, and influenced by visual content like Reels.

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2. Where are they now?

- Browsing on Instagram, looking at Google search results, or engaging with fashion content online. They may be interested in new styles but haven't committed to a purchase yet.

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Current state

They are interested in fashion trends and are looking to buy old money clothes but do not know a brand that sells high quality clothes at reasonable rates.they don't have trust

Dream state

They know a brand that sells high quality clothes at reasonable rates and now they can buy and dress Old Money which resonates with their values

Roadblock:They haven't found the brand that makes high quality clothes and meets their values and expectations

Solution: Find a brand that makes high quality clothes and sells them at reasonable rates

Product:We make high quality timeless pieces at reasonable rates

Market awareness level 3:they are solution aware

Market sophistication level 4:they are tired of the mechanism

Desire:7/10 They are already interested and like the Old Money aesthetic so they are actively searching on Google or passively scrolling on instagram so they see reels related to Old Money clothes

Believe:8/10 They believe in the idea of dressing modern and elegant so they know that the "Old Money" Aesthetic is all about dressing modern,fresh and elegant

Trust:1/10 They are Skeptical and do not trust the brands might be because of past experience or someone buying for the first time

3.What do I want them to do?

- Visit the website and make a purchase.

4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- • - They need to see trendy, high-quality visuals of the clothing that align with their style and current trends. They should feel a sense of urgency, maybe through limited-time offers or exclusive deals. The experience should be seamless, with a clear and simple pathway from ad/reel to purchase.

DRAFT

- Create compelling Google Ads and Instagram Reels that showcase your clothing line in a way that resonates with your target audience's style. Use influencers or relatable models to wear the clothes and highlight key features.

- Include a clear call-to-action that emphasizes limited-time offers or exclusivity (e.g., "Shop Now, Limited Stock Available!").

- Ensure that the landing page is optimized for conversions, with easy navigation, high-quality images, and persuasive copy that reiterates the urgency and value of purchasing now.

Timeless clothing
Dress Classy and Elegant

Shop Now

[background picture of a guy wearing old money clothes]

best sellers

name and price	name and price	name and price

View all

collection

polos
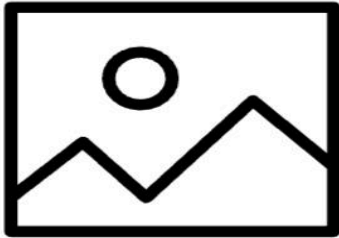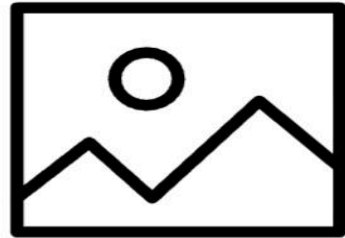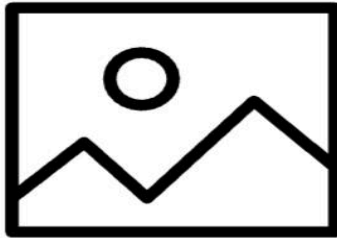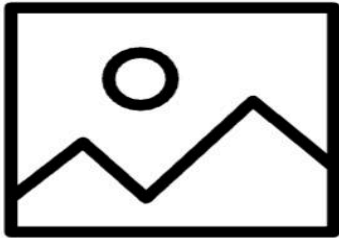
Sweaters

Pants

Shirts

Upgrade you style

Our premium craftsmanship brings out a
subtle elegance,sophisticated,
fresh and classy vibe

shop now

Modern Gentleman

Savor the essence of understated sophistication
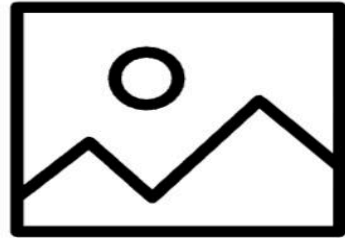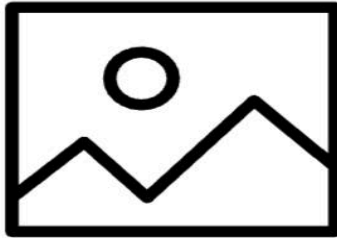
[giving them some ideas and amplifying desire by showing their ideal dream self,a man wearing Old Money clothes]

[switching images to grab their attention]

FAQs

Frequently asked questions

1. Do you ship all over india
yes we ship pan india

2. What payments methods do you accept?
We are accepting UPI and all major credit or debit cards.

3. how long does it take for delivery
it can take anywhere from
3-6 days

5. other questions
Please feel free to contact us though contact page or send us an email on @__
we will happyly assist you

Weak points are the design and using sensory language