

The FOUR questions:

1. Who am I talking to? - **Mostly male Video editors between the age of 25-34 that lives in the US**
2. Where are they now? - **They are in their email inbox, or on their phone looking at other things and just got a notification.**
3. What objective do I want to achieve? - **I want them to click the link and watch my client's YouTube video.**
4. What are the steps they need to get there? - **Open the email:  
I must spark their curiosity,  
make them believe that this is valuable, and new, and will help them/learn something new,  
Then I must build up so much curiosity that they will click the link and watch the YouTube video.**

What the video is about-

Reviewing an animations pack that has been designed to emulate Apple's animations. As suggested in the title, this is a walk-through of these animations. It's a sponsored video.

**CONTEXT: My client is a video editing YouTube channel that makes content for other video editors that use Final Cut Pro**

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### **Revamp:**

**SL: How to Get "Billion-Dollar" Animations in FCP** 🎬

Preview text: Apple's Secret Billion-Dollar Juice 🍹

By extrapolating the "core" elements of the animations and transitions used by the biggest company in the world - and improving them,

You'll have the possibility to attain the same captivating, high-budget look that earned Apple over **\$200 billion** just last year...

If you manage to take full advantage of these animations and implement them correctly,

You'll not only blow your viewers' minds straight through the atmosphere,

But you'll now have clients begging **you** to work with **them**, and not the other way around.

In my latest video, I walk you through a real example of these animations in action.

And show you step-by-step how you can use these animations to infuse your own videos with that iconic Apple look.

Ready to leave your viewers in awe?

Here's the video 🙌:

[Link]

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## **SL: How to get “billion-dollar” animations in FCP** 🎬

*Preview text: Apple's secret billion-dollar juice 🍹*

Your videos can get the same captivating, high-budget look that made Apple over **\$200 billion** just last year...

If you take full advantage of these animations, get ready...

Because you are about to blow your viewers' minds and have clients **begging** you to work with them.

In my latest video, I walk you through a real example of these animations in action,

And show you step-by-step how you can use these animations to infuse your own videos with that iconic Apple look.

Check it out here: <link>

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