

Target Market:

DTC (Direct to consumer) online brand owners

Quick Psychographic Analysis:

- They are either already somewhat winning, or winning (but looking to grow more)
- They are entrepreneurial (but they don't need the motivation/disciplined brokie content)
- They are focused on the consumer and always trying to meet their needs.
- They are also worried about cancel culture and worry about being authentic and trusting since it's an online business.

Where are they in the funnel?

They just came across my cold traffic Instagram reels.

Where do I want them to go?

To follow my page, and view my page

What is the goal of the Reel + Caption?

- The content I'm posting is meant to put me in the position of a thought leader (like LinkedIn).
- Obviously, it would be nice for them to be client, but the goal is to tailor my algorithm to E-Com DTC owners

Instagram Reel Link (my IG)

[The Instagram Reel](#)

Instagram Caption:

I'll just say this.

Consumers can smell the reek of your lies.

Look at Instagram ads for an example:

Even YOU'VE been trained to filter out the ads because you're hyper-savvy at knowing what's "salesy" or fake.

Picture this promotion:

"We know this is a difficult time, and we're all in this together. Please enjoy 20% off our NITRIC COCOKIWI™ Preworkout. Use code "HURRICANE" at check out."

Alright.

Maybe not that extreme, but you get the point.

Your brand needs the real deal.

Do this with:

- Just being authentic to your audience
(I know it sounds like generic advice, but it's not far from the truth. For example: Tell them your strengths AND your weaknesses)
- Your copy (brand voice) should fit all channels of your business.
- Using real stories. Like how a customer overcame their challenges using your product or service.

Gain their trust to gain their sale.

Follow this account if you want more news like this.

I'll be talking about how terrible a headline copy can be and how you can stand out from millions of business owners (literally).

Visual partner in crime: @faezus