

## Additional info:

Who am I talking to?

1. People who are at school or have just finished university and want to start growing their social media, precisely they want to start on TikTok because it is a powerful famous platform and because they don't have money they think it's easy to grow their account and get monetized. They are looking at some videos on YouTube on how to get started on TikTok, some strategies, and ideas from famous content creators, so they are brand new to growing social media accounts.
2. Content creators who have been trying TikTok in the past
3. have been uploading somewhere around 2 videos per day
4. but unfortunately weren't able to gain a lot of views and followers,
5. only seeing views somewhere between 100-500
6. while looking at others and thinking "others seem to do it easily".
7. They waste a ton of time and effort thinking about ideas
8. and working on their content but are not able to attract a larger audience to their account become viral, and start earning money.
9. Precisely moms who are trying themselves in the sphere of social media managers or just trying to grow their business there
10. but unfortunately are not able to because they often get 200 views even by being consistent.

## Avatar:

We are aiming for mostly women because based on my research basically, women watch women and men watch men. What I mean by that is there is a large audience of women who want to start their TikTok

and watch other successful women explaining all the steps. While men tend to watch men explaining all the steps. Hence I will be writing for women. Not to mention my brand voice. My product is precisely I think based on women.

Jaseka is 26 years old, she doesn't have a lot of money and spends tons of time watching TikToks on her phone because she wants to become a social media manager or in the future wants to grow a business on TikTok. At some point she gave TikTok a shot, thinking that if others did it, then she could. She begins her journey by looking through YouTube for some tips and strategies. After a week, feeling excited to start uploading, she begins to create content, spending tons of time and effort on the videos. Usually, she would upload 3 videos a day. After a while, she stumbles upon the problem that she doesn't see growth as expected and looks at others, so easily, she feels frustrated and bad for "why doesn't it work for me?".

## Where are they right now?

- **Current state:**

Looking through the internet, why she is not able to receive a high amount of views? Dedicating tons of time and effort to content creation (thinking on ideas, editing) but still getting a deplorable amount of views. Precisely looking on YouTube for helpful videos.

They are afraid of not reaching success on TikTok leading to all of their time going to the "bin". (Wasted time doing something). Also, they are scared to sacrifice their family and friends for their sanity. They are angry at TikTok's algorithm overall for not noticing them and at their account because they think something is wrong with it

and that's because it's not getting a lot of attention. Their daily frustrations are when finishing hard work on thinking of the idea of the video and creating a good piece of content, uploading it, only to see a minimal, pathetic amount of views which they do not deserve. They are embarrassed about not having the attention and recognition they want or at all not being able to start earning money at their age while others do it easily or at least get the high amount of views to come closer to their goal of growing their business online. They are also embarrassed by the judgment of their friends and family about their failure. When dealing with it they are feeling better in the way of looking for an answer to their problem and testing it out. Some people in the world might feel sympathy and understanding for them however some people'd like to criticize them about it. When sitting at the dinner table with friends they might say something that they had tried uploading 2+ videos as it was recommended, dedicated tons of time and effort to thinking of ideas and editing a clip but still getting +- 200 views. For others it works easily but for me no. Maybe it has something to do with the shadow ban or my account at all. Growing TikTok is so hard!

- **Dream state:**

They want to jump up in followers and views and become a popular famous person (status in the tribe), besides that, they also want to become a social media manager really fast and see a lot of views meaning that they did a good job. Also one of their dream states might be to finally escape their job, spend time with their family, and have an online business at the same time. Others want just to start getting paid a significant amount of money because of their content and views. If they could have a magic wand in their hands they would first make themselves rich

and popular in TikTok and other social media platforms. Make themselves wealthy and have time to spend with their kids and family while at the same time earning money. They want to impress their family and friends making them feel proud and jealous at the same time and seeing the look at their face of being shocked by the outcome. Besides that feel proud of themselves for doing it, looking back at all this struggle finally to see that it was all worth it and now they are standing here looking at their page growing with “love” and excitement. Feel triumph, pride for achieving this, and a deep feeling that “the hard work paid off”. If they were to describe their dream and desires to their friend they would say something like waking up one morning and seeing tons of notifications on my phone, coming to look at what happened, and seeing that got 4 million views on one of the videos, boosting my account from 345 followers to nearly 10000, with a just one video. Finally became popular and got tons of views and followers impressed my friends and my family, making them jealous and proud, look into their eyes with triumph showing that “I did IT!”. Emails at their phone based on their results saying “Are you free, we want to talk to you about your page” (offering a job of a social media manager).

- **Market awareness:**

Level 2. (Problem Aware).

Because they know that they have problems with growing their TikTok accounts but don't know the solution to it. I mean they think it's because of them getting shadow-banned or other stupid things that make them receive fewer views and followers. At least they don't know a working solution that could help them get tons of views easily. A success strategy on social media.

- **Market sophistication:**

Somewhere between stage 2 and stage 3 of the market sophistication. Because people know their problem of not getting an expected amount of views while others seem to do it easily. They still don't know the working method of getting tons of views and followers and essentially growing accounts fast. Looking at the headlines(s) proof:

robert@queencitymed.

Secrets To Grow Faster on TikTok -

(This is a content creator, Robert Benjamin who helps people to get views on TikTok via his videos on YouTube, with over 715k followers, he has a FREE course where he teaches people how to become viral on TikTok.)

However, content creators know about algorithms and how they work.

Another example of a YouTube headline:

**Tiktok is ACTUALLY Telling You How to Grow in 2024...**

42K views • 2 months ago

Or

**How To \*actually\* Go Viral on TikTok FAST in 2024 (New Algorithm Changes)**

6.6K views • 2 weeks ago

**how to grow your business on  
TikTok as an introvert**

Bigger and better claims.

## **Values and Beliefs:**

They are aware of their problem of not achieving the growth that was expected. They spend tons of time and effort creating engaging content and they know this and precisely this makes them feel frustrated because for others it seems to work easily. They know they try their best but just don't understand why they might get their audio muted or a shadow banned or receive really small attention on their videos. They usually would blame their TikTok account because they think that they might have a shadow ban there or something weird or bad going on with their account, so they would usually go and create a different account, hoping for this one to strike up. And yes they tried to fix it before, such as going to the internet and asking why they are stuck at the same place. They would usually watch some YouTube videos about that and try to do something but it doesn't work. Seeing proof will massively increase their trust in the company, especially when we have a YouTube and a TikTok page with a lot of followers. When it is a new idea coming out.

## **What steps do I need to take?**

The first step is to call out the problem that they struggle with. This will grab their attention (would keep it as SL). Example: "Why are you still at 200 views?". Just an example, most of them struggle with getting more than 200 views and they think it's because of a shadow ban or algorithm not liking them. Call out their problem and offer the solution. Amplify their pains and build curiosity. Lead to a soft CTA. Also, check for the Tone, which should match the brand voice.

## **Analyzing concurrents:**

(TikTok growth course)

Business objectives: get more clients.

### **Active Buyers:**

- **Who am I talking to?**
  - a. People who are content creators on TikTok upload a lot of videos with a high amount of effort.
- **Where are they right now?**
  - a. Problem with getting views.
    - i. Shadowban
    - ii. Posting at the wrong time.
    - iii. Algorithm not liking you (ignoring)
    - iv. Not knowing SEO
- **What do I want them to do?**
  - a. Looking through YouTube for popular videos that answer their common problem.
    - 1. Sponsored by YouTube, has a lot of views and likes.
      - i. Easy to read.
      - ii. Extreme size, shiny bold, their desire.
  - b. Seeing a video with their common outlined and offering solution.
    - i. + Screens of going from 0 to 123k on the video shown.
    - ii. The headline of the video outlining the problem.
    - iii. Keeping it simple.
  - c. Click on the video and watch it till the end.

- i. Fascinations, intrigue building.
  - ii. Proof of the result.
    - 1. “Do I trust her?”
  - iii. Outline their problem and offer the solution.
  - iv. Offer additional products. (If you want to learn more)
- d. Go look at the description/comments where the link to the course is and click on it.
- e. Look at the website.
  - i. Judge experience.
  - ii. “Will this work for me?”
  - iii. Testimonials/proofs (photos).
  - iv. About coaches, each of their TikTok accounts.
  - v. Friendly community
- f. Check out. Order page.
  - i. Upsell Otto (for a full version)
- What do I need them to experience before getting there?
  - i. Grab their attention (Status in tribe, desired outcome)
  - ii. Watch a video on YouTube and get excited.
  - iii. Explain different methods but don't reveal full bring **value**.
  - iv. Boost trust, “Why will this method work specifically for ME?”, and provide testimonials.

## Passive Buyers

- Who am I talking to?
  - a. People who are content creators on TikTok.



- Where are they right now?
  - a. Scrolling through YouTube shorts.
  - b. Have a small problem with growing their TikTok account but think it's all good and patience is the key.
- What do I want them to do?
  - a. Stop scrolling.
  - b. Click on my ad.
  - c. Join the course.
- What do I need them to experience before getting there?
  - a. Outline their problem.
    - i. Visual images (0 to 156k followers in 14 days!)
    - ii. Shiny and bold.
    - iii. Extreme size.
  - b. Offer solution.
    - i. Testimonials.
    - ii. Screenshots with results.
  - c. Understanding this is just for me.

## Notes:

*Hashtag views X amount of times on the top trending videos = score.*

***The quality of ideas in the videos matters a lot*** (no need tons of effort on increasing quality)

Sending love - Rachel, people want to learn about SEO.

SEO is your account videos appearing first when searching for it. It provides good visibility and often a lot of views. People want to learn about it. *(Thinking of including it in one of my emails, because in a comment section after her videos, people are asking about it.)*

## Brand Voice:

Rachel Pedersen is a wife and a mom of 3 kids, she helps other busy people with big dreams to build businesses WITHOUT sacrificing their family, friends, or their sanity. **Adult mom talking.**

## **Short form copies (PAS/DIC/HSO/CJN):**

**PAS** Short form copy:

Pain/Desire

Amplify

Solution

### **SL: Why patience = worst enemy to Social Media Managers...**

Hey %FIRSTNAME%,

If you are a content creator, who spends TONS of time and effort into TikTok account growth, then you might know that...

...patience is the key to a guaranteed growth,

**WRONG,**

There is a 96% chance that this “patience” would ruin your whole account,

Leaving you at those 200-500 views on your videos and minimal follower growth for years,

Making all this effort and sacrifices go straight into the “bin”,

And actually not leading you anywhere close to becoming a successful, top-ranked SMM,

But only dragging you back,

To your old life...

Back at that dead-end 9-5 boring job with your annoying boss,

And with daily frustrating overthinking that wouldn't let you sleep at nights...

*"Why didn't it work?"*,

When in reality you can become a **great** Social Media Manager.

So if you're actually serious about escaping this exhausting "equation", effort = minimal views/followers growth,

[Then click this link to learn the ultimate TikTok growth strategy that best SMMs use.](#)

**P.S.** On 15th May, due to many people accessing this course, it'll not be free anymore, so make sure to get all the strategies and methods written somewhere down because it's exactly what you need to achieve to become the **best** SMM.

**DIC** Short form copy:

Disrupt

Intrigue

Click

**SL: How to ACTUALLY blow up on TikTok in 2024...** 

Hey %FIRSTNAME%,

There is a reason that holds you back from achieving remarkable growth on your TikTok account,

And no, it's not about your account itself (no need to delete it and create a new one),

And no, it's not because of the shadowban,

And no, it has nothing to do with your content,

But because your video/account doesn't pop up for others when searched...

Simply because it doesn't include any elements of SEO...

Making it an invisible real ghost account to others,

*And how would your videos actually go viral without it?*

Yet there are content creators who spend months if not years believing in luck,

Hoping for their account to blow up one day,

And there are people who build their way into understanding the whole operating system of TikTok,

Seeing guaranteed growth results within a week

[So which person are you?](#)

**HSO** Short form copy:

Hook

Story

Offer

**SL: My biggest fear had reached me...**

After months of struggle, I finally started seeing results...

13th of July 2024 (I still remember the day),

It was a Monday morning, and the alarm clock pierced through the quiet darkness of the bedroom,

As usual still half asleep I reached for my phone and saw...

Tons of notifications from TikTok saying that different people “liked your video” and “commented on your video”,

That’s when I woke up.

My heart started racing as I realized that one of my videos had blown up!

Reaching more than 1.7 million views,

Gaining 13,456 followers in just **one** night!

I stood there finally feeling as if all the hard work had paid off,

With a triumph of success in my eyes,

And with a sense of, I will be so viral within a week...

And that's when everything went wrong,

Not only that, I didn't become as popular as I expected...

But my followers dropped in half from what I initially gained,

Not to mention my views that had just “shattered”, as if they never went above 500.

In a moment like this, I had two options,

I could rather give up and live with a feeling of loss for years,

Or I can work everything back with **actually** having and using a specific strategy this time.

That's when while looking around on YouTube for TikTok growth hacks, I stumbled across an ad,

Not only did it say that it could make me go viral,

Gaining me thousands if not millions both views and followers.

But teach me from A-Z all the different working strategies by a famous TikTok star with over 2.4 million followers!

And all of that for FREE,

[Discover the exact course that put me back on track.](#)