

Market: Copywriters who are either new or small or both.

"A market research heresy for copywriters"

Headline was relevant to me. Not that outstanding but gets the job done.

Keywords-

Market Research: The focus and topic of conversation

Heresy: Creates an interesting negative conotation so readers know this is something to avoid.

Copywriters: Creates relevance.

Since this email is probably going to be sent to 80-90% audience of copywriters, we can simplify and remove. "for copywriters"

Heresy is comparable "not to do". My problem is that this creates a negative tone for his method. It maybe rebellious(which is attractive) but not the "right way"/"better way". In fact, he sorts of admit that if you have the resources to do so then you should do the 110% market research.

Other options:

Market Research Heresy.

Too much Market Research.

Market Research. When can we say it's too much?

Youre doing market research wrong?

Too much research or just the amount you need?

Too much time researching?

Up your market research game.

improving your market research by 10x!!!

I changed this kids copywriting life.

The end of "too much" research

is your market research "too much" or effective.

Why you keep on doing research and still have no success.

Too much vs enough research

2nd headline is focus on something important to the field of work.

"The MOST important step in writing copy?" - this line makes the reader want to keep reading so they know that they are right with their own answer.

Spacing of the answer about a page down by using fillers for the story, makes the reader feel "already invested" in the story.

"As much research as possible..." Obviously, every starting copywriter is taught this because methods of efficient research is learned over time.

Paints himself as a heretic - someone willing to do things differently to get the job successfully.

Story continues with over-acting humour and characterization.

His reasoning to his ideas is strong and connects with the reader.

The "A-list" copywriters can do a lot of research because they have the resources to do it.

Paints the people who support the idea of doing a lot of research as someone who isn't connecting to the average solo copywriter.

uses "99%" a lot to create emphasis on his points.

"99% of market research advice is overkill" paints him as someone who has experience.

"You can't do that." - this line creates the opportunity for reader to agree and sets their mind on removing this option. They can't do that and so they must find another way.

Tells the reader they're not alone and other people have been in their shoes.

"The amount (and kind) of market research you should do depends on the size, budget and complexity of your project." - The reader will agree to this line if they are alike to the target market.

"You do NOT have to call up 5 of your client's customers on the phone, go out and buy the product, and create a 67-page customer avatar for every sales page you write. Especially if you're earning just \$250 to write it.

"- Very relatable

"On the other hand ... sometimes trawling Reddit and Amazon for hours from the safety of your computer (like many courses teach you) is just NOT ENOUGH for the job you're doing." - Relatable and strongly connects "too much" to "Not Enough"

"But ... HOW do you know when to do the different kinds of research? And when to stop?

THAT is what led me to create my revolutionary course on market research..." - inserting important question into the reader's mind before placing product.

So far the writer has separated the reader from common ineffective ideas, then proceeded to connect the reader through their pains, has made the reader agree with them several times, inserted the RIGHT question into the readers head before mentioning his product.

"Market Detective shows freelance copywriters how to do market research on any new job." - Simple and straight to the point

"Because I created the course while I was still a working freelance copywriter."- description of he been there, done that, and this is relevant to that situation.

"Of course I tried to write good copy ... but if they didn't like it, that was it for me."- I feel like this is a bad line. I understand the point he is trying to make, but it paints him as lazy and that his research methods are trustworthy to create good copy.

"I called it "ethically lazy" research."- He makes a joke out of my previous point.

"And also how to make sure the CLIENT was happy with the copy."- counters my previous point.

"something nobody had ever done before me."- rephrase of "you wont find this anywhere else."

"Market Detective is the best and most practical resource on market research for freelance copywriters who are working in the real world, not guru fairy-land." - Positive and realistic but couldve been done better with more interesting key words.

"Not only for a \$10,000 sales page project ... but also for a \$100 homepage rewrite on Upwork."- What I am offering will always be of value to you.

More filler story with overacting humour.

Link to research maze. -This is an interesting idea. Lead the reader to a simulated pain. where they can relive their struggle. I find it annoying as a copywriter to have this link more predominant on the screen against the actual sales link.

"Or pass on the story & free bonus item ... and just read the sales page for Market Detective instead"- Cta is 5 out of 5 stars. Very creative set up he has designed. He includes a free bonus item if the reader is willing to go through the maze story(simulation of ones pain) and paints the actual cta as a side option(no pressure).

Back links at the end. keeping humour and light hearted. I like how he adds a store.

Final Notes:

I don't like the story but it is only used as a frame for the mona lisa. Story is not relatable but a few powerful lines keep the reader to continue reading. Story does not include a hero's story.

His humour/writing style is not like mine. But it's light heartedness is appreciated. Email is kept intriguing but not revealing too much information for the product.

The Maze idea is amazing. And effective way to place the readers pain right in front of them before making the decision on the CTA.