

MISSION SHORT FORM COPY

Context-

I am selling a golf course to a younger audience to influence them to buy the course and to get better at golf. Here is the link for the swipe file I'm making a copy for:

<https://drive.google.com/file/d/1nJUuVaEi0RIR6hXQhwSnHCo4sxpOV2-i/view?>

Market Research

Who are we talking to?

- Men and Women
- Age= 18-50
- Any job
- 50k+ a year
- Global

Painful Current State

- They are afraid of failing because they do not want to be viewed as a failure by others. This would make his social status low and he would be seen as low in his ability to perform well therefore he would not spark up any attraction to females. 😞
- They are frustrated with their golfing ability after so much practice and games they have played and expected to be at a pro. They believe they have given enough effort to feel like they deserve to be a pro(they feel like the effort they put in should be enough to improve).
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- Their expectations are high so they are frustrated with their skill. Seeing other people succeed but not themselves, slicing the balls all over the place, having to get the ball in the hole by taking 10 shots.
- They are embarrassed that they play slow and groups of people would have to go in front of their group because they were playing slow. Also, the looks of the people he gets when he plays badly which, represents

the second part of Maslow's HoNs. They are embarrassed due to the lack of their ability to be good and quick.

- Dealing with their problems makes them feel excited because golfing at any age is difficult and overcoming it will make them feel happy. Because not many people would have become professionals in golf, they would imagine themselves being the few who can play extremely well and gain good social status among their friends and many others who have seen them play.
- They are on the verge of selling their clubs because they don't feel like they belong after all the lessons and YouTube videos. I can make a Claim and then show proof but for a short copy, it would have to be very specific to fit into the copy.

Desirable Dream State

1- First, they want to swing the ball far into the distance because "Distance is sexy" will have you at a lower score to be close to winning. He wants to win to impress his friends and be good at something they aren't better at. To invoke a male competition between one another.

- They want to use any golf club and it wouldn't bother them so they won't be worried about which ones to choose from and the games of golf they would play would depend on what golf club they use.
- They would want to rip 300 yards without breaking a sweat to not feel like they are limited to their skill which will bring their morale down and hurt what ego they have left (this affects the top bar of Maslow's HoNs because it hits them where it hurts them deeply due to them caring about their golfing ability so much)
- They would never want to have an off day with their drives so they can hit clean effective shots to smash their competition to prove, to themselves that they are

2- They want to impress their friends at golf so I can either teach or compete with them so all of them can have fun around the same level. So the people around them can say: "Wow, how did you become so good at golf" and they are just amazed in general, to boost themselves onto higher limits with golf

3- If they were in their desired state, they would want to win golf tournaments and see which courses could take them down like going to one of England's hardest courses to see if he can get 10-hole scores or less training himself to get bigger and better to become a professional and win tournaments or let your golf ball ZOOM through his local golf course and to beat every person he would be up against.

4- “ If I ever learn how to be better at golf I'll try my best and get into golf tournaments to beat every person I would be up against, to work my way up to win. I will do this as often as possible, to see prime Tiger Woods's face, when he comes to see me wipe the floor with one of the strongest competitors he has ever been up against.

Values And Beliefs

- They feel like they are at the limit of their ability power, and accuracy and messing up their game by seeing all the videos they can find on YouTube and they don't know what to do to get better

- They blame themselves and sometimes their driver(golf club) and they would say “The driver sucks!” Being at a certain level, they would want to massively exceed to a higher level to become better at golf which they enjoy seeing the journey and the difficulties which they see to become better and they are determined to do so.
- They tried YT vids and thought that free content would always work (but not really because it might not show some detail needed to use the technique that others give publicly or show a longer way around)
- They think they failed due to no evidence to show that they have gotten better from the skill
- He would admire having the skills like Tiger Woods so he can push forward to get better at golf because “If Tiger Woods got Good at Golf, I Can Too”.

Tips of Phrases you can use

- - You'll learn everything those rich guys paid thousands of bucks for!
- Golf holy-grail-like books are a myth, but this modern course is closer to it with the Gold Mine Information Inside.
- Optenitional SL: (with tweaks of course)
“Forget all the Golf Psychology books you've ever read. This one is all you need.”

Avatar: Billy

- Billy is 20
- Works in construction
- 32k a year
- lives in the UK (but it can work globally)

Billy is a slow clumsy beginner with only minor things he knows to play golf. So he started watching YouTube videos, and he used every bit of sweat in every session in the golf range, and the lessons failed him in getting to the next level of his ability and happened with him buying a golf course so, he decided (because he was angry) to go waste weeks on playing over and over again with no guidance, no teachings and still on the very same level and knowing it very well.

DIC First Email VERSION

Disrupt= Yellow

Intrigue= Blue

Click and Bonus = Green

SL: The Triple Coil Swing *Golf Hack*

99% of the time, you're trying to get better at golf by watching YouTube videos or trying to find the "best course" that will help and that would take too much time to do.

The Triple Coil Swing is the most efficient way I know to become exceptionally better.

And no it doesn't need Albert Einstein's former calculations/formulas to know how to use it.

When you master the technique (that you'll see soon), you will play golf effortlessly and It has a 100% success rate to shock your majorly competitive friends.

You'll be the new Tiger Woods among your friends.

Now, the information to shorten or to prolong your golfing success is in your lap, it's your decision that will change your life now, or never.

OR

You can throw away the opportunity and take A LIFETIME finding the answer.

[Click here and learn our answer to becoming a pro golfer](#)

P.S.= you can also save money from those "Best courses", you're welcome 😊

DIC Second Email VERSION

SL: Forget Every Golf Tip Video You've Ever Watched.

This link? It's all you need to change your game forever.

Are you tired of wasting precious time setting up every shot? Standing there, fiddling with your stance, overthinking every swing while your friends roll their eyes? Yeah, we've been there too.

Here's the thing—it's not just about the mechanics. It's about *confidence*. The confidence to step up, swing like a pro, and know that ball is going exactly where you want it to.

Stop Feeling Embarrassed. Start Turning Heads.

Picture this: The next time you're out with your friends, they're *not* waiting for you to take 10 practice swings. They're not chuckling as your drive slices into the trees.

Instead, they're standing there, jaws on the floor, watching as you crush a quick, strong, accurate drive straight down the fairway.

And then it happens—a pro golfer notices your swing and says, *"Let's make you even better."*

Imagine their furious faces turning into disbelief.

"How the hell did you get so good?"

The Secret That's Been Right Under Your Nose

We've uncovered a ridiculously simple technique to:

- 👉 Eliminate slices for good.
- 👉 Cut 10 strokes off your score.
- 👉 Finally play the way you've always wanted.

You don't need hours of YouTube videos. You don't need expensive lessons. What you need is the one thing that actually works—and we've got it right here.

Click now to discover the easiest way to transform your game.

Why wait to amaze everyone? This is your moment to shine

PAS EMAIL Market Research:

Also, I'm trying some of this person's skeleton to see if I would get more information for my copy (Skeleton for market research from a person doing the same mission) :

Im trying to get them to click the link to buy the product

https://docs.google.com/document/d/11S7_o8kVMEstlbdUzIVh8OthkMu_k8P8IRXPtgRG3xw/edit?usp=sharing

Current state/roadblock/dream state/ solution/product:

Current State

While Billy is finding no tips to help them get better he is frustrated, and overwhelmed with too much information on different “Easy ways to get better at Golf” Vdeos, he is self-conscious about playing golf with his friends instead of going to the golf range by himself because he is afraid what would his friends and other people around him think that he is an amateur player. He is surrounded by ignorant people who are better than him, showing that he barely gets help from his friends instead, behind Billy’s back they are devastated by the way he plays and he knows they are feeling that way

Roadblock

His Roadblock is that no matter what piece of information YouTube lessons or courses he tries to implement and it fails him, almost every time with only a little bit of good information and a whole lot of useless junk. (I need to show him proof or statistics of how many people have gotten better at golf with this program for him to have a bit more intention to buy the course).

Dream State

His dream state is to succeed in his quest for Mastery and to beat his friends or to have a thrilling brawl, showing he has dramatically changed from an amateur golfer onto the level with his competitive friends or a lot higher, and everyone around would see his drive and be shocked by how good he is, to show himself as high status so he can be respected for how quickly he has grown better at golf.

Why do they want to get better?

- For the Joy of progress
- The thrill of competition with peers
- Being high status in the golf tribe
- The quest for mastery
- The mental challenge of wanting to get better

Solution

Since the Avatar is an amateur golfer they would need to know how to enhance their distance/power with their drives to slash up fewer strokes to win, and how to eliminate their hooks and slices to be flawless on the field to be satisfied with his skill.

Product

And the videos have helped over 10,000 people with an 80% success rate for former Golfers who use to slice up every ball to, never having to see themselves ever do it AGAIN. Slicing the ball to them is like a sin and a bad deed that they will be guilty of, something that will keep them up at night. But THAT'S OK because for so long you have gotten where you wanted to be! (since Billy doesn't trust different courses I would have to add in a pinch of proof for him to be interested in my copy)

The 4 Questions: Who am I talking to?

- Men or Women? = Mainly Men
- Age Range? = Around mid 20s to early 50s
- Occupation? = They tend to have various backgrounds from, entrepreneurs, wealthy people with high-paying jobs or it could be a boy from a wealthy family that is working a job (which is my avatar).
- Income Level= 25k+
- Geographical location? Globally due to the fact of how accessible it is. But I would mostly aim at Golfers who are in the UK which are Around middle class to high class.
- Sophistication Levels? Because of the course, there can be any level of your golfing ability From newcomers to golf or advanced, I intended to aim for the people in between new people and advanced (which are amateur golfers and new golfers).

What's the reader's current state?

In their painful state, playing at a certain level that they can't overcome to get better which frustrates the golfer when they just want to have fun and succeed in the hobby he enjoys. Billy has tried everything in his spare time playing golf but never seemed to have any success with any of the information given to him. Dealing with his problems he feels heartbroken that he can't find what he is looking for and he is mostly angry throughout the course knowing he has failed slowly looks for more knowing there must be a Guru for golf that can help me.

What is the objective I want to achieve?

- I want the audience to be amplified to their existing pains for them to buy the course and to hit their dream outcome.

What are the steps they need to experience to take action?

- 1- Draw the reader in using their Pains/Desires
- 2-Amplify that emotion
- 3-Solution

Personal Analysis:

- I am confused if I have or haven't followed the PAS format.
- I am on the fence if the SL is good or not
- The lists are a good thing to draw people's attention and the context of the lists thought it would amplify their pain or desire
- I did not know what to put on the Solution so I wanted to be short so I wouldn't go off track.
-

PAS 1st Email:

SL: **80% of the common golf problems will be Solved with this...**

First, are you Constantly feeling your game isn't good enough?

If you have this torturing sensation in your head and are continuously being laughed at by your friends

And even **haunted** by the distracting, irritating comments each time you step towards the ball to swing.

Let's imagine, you learned our answer that got you ready for the next time you play with your friends.

You would feel like a different person with a pro-golfers soul, while you're smirking with confidence, you walk up to take the first swing at the ball, the bad comments displayed as demons beside you.

Trying to make you tremble at their feet once more.

But, they are shocked at how you cannot even look at them with your head high and swinging your drive quickly, efficiently, and effortlessly. They tremble instead.

Here's the thing. You're still at level one at the golfer's game.

NOTE:

We have limited stock and we predict that our stock will run out in the next 3 days!

[So do what over 10,000 people have already done and Successfully Take your Games to the Next Level](#)

PAS 2nd Email :

Subject Line: 80% of Golf Problems? Solved with This.

Body:

First, let's talk about *that* feeling.

You know the one—the creeping doubt every time you step up to the ball. The sinking sensation that you're just not good enough.

Maybe it's the smirks, the side comments, the quiet chuckles from your friends. Or maybe it's your own inner voice, screaming, "*Why can't I get this right?*"

But imagine this instead:

Next time, you're on the course, and things are different.

You walk up to that tee with the swagger of a pro. Confidence radiating off you like the sun.

The usual snickers? Silenced.

Those irritating comments? Nothing but whispers in the wind.

With one smooth, precise swing, you send the ball soaring down the fairway, leaving your friends speechless. *You've leveled up.*

They're no longer laughing at you—they're staring in awe, wondering, *"What happened to him?"*

Here's the truth:

Right now, you're stuck at Level One of the golf game.

But with this simple solution, you'll jump to a whole new level—quickly, efficiently, and without wasting hours on failed hacks or overpriced lessons.

WARNING: Stock is limited, and demand is skyrocketing. We expect to sell out in just 3 days.

So don't wait—join over 10,000 golfers who've already leveled up their game and left their frustration behind.

👉 **Click here now to take your first swing toward greatness.** 👉

Your friends won't know what hit them—and neither will the ball.

HSO Email 4 Questions: (Now Using the Winners Writing Process from the most recent Power Up Call)

What specific business objective am I seeking to accomplish with this project? Why is it important?

- I am seeking to get new customers from cold traffic to give the business owner clients to buy the videos so they can learn a way to increase power in their swings

What part of their online presence/funnel is needed to achieve this business objective?

- When they first sign in to the opt-in page they would see an email that would pop up and they would be persuaded to dive in more.

Who am I talking to?

- Men or Women = Mostly Men
- Age Range = mid-20 to early 50s
- Occupation = They can be in any Job

- Income Level = 50k+ a year I would think
- Geographical Location = Mostly the UK

Where Are They At Now:

They saw an ad from social media went on the website, they put their email address in and now they are new to the website and have seen the emails I have sent but have not bought anything yet and this email will hopefully make them buy.

What's the reader's current state?

- Since golf is a social activity people tend to try their very best to not be shown as bad golfers or worse than others and whenever they try their best it always ends up with them swinging the ball with very little power and they get embarrassed
- They are being told to get a swing speed radar (and I could tell them not to buy it because when they use the Triple Coil Swing they will clearly see their progress) and many people think a better swing doesn't result in more speed)
- They are basically crying out to people on Reddit asking "How do I increase my power?"
- They "Devoured as much content on YT" but they only got to a certain level and they can not touch a club for two weeks and still go out and hit 12-14 GIR whereas in the past my swing was in a place that required range time
- They feel like they are making ok swings and they don't feel like they have that snap in their swings. (a snap refers to a powerful and explosive release of energy during the downswing) and they are struggling.
- ★(I could use this somehow) "I think the biggest downfall for most amateurs is they don't get lessons soon enough, ingrain awful swing habits, and then don't commit to the amount of practice necessary to change their swings when a pro tells them what they need to do."

Desirable Dream State

- If they had a magical wand they would just want to have enough power in their swing to get the ball off the ground into the air, to not embarrass themselves, and to effortlessly swing with so much power so they can be better than the people around him.
- They would want to impress their friends, family, people in the area, and their partner. They have a hobby that they do to talk about in any event.
- They would feel ecstatic and satisfied that they are better than before, having their turn feeling, relaxed and confident and effortlessly swinging so much power in the ball. They want to hit the lowest amount of powerful shots into the hole.

- They would always want to top their personal best every week. From triples to pars etc.
- They would say to their friend at dinner "So I want to be better than my friends at golf (or my Dad/ family). I want to have so much power in my swings without even breaking a sweat, to get my shots from 10 strokes to Birdies. I can't wait to be that good"
- They desire the joy of overcoming their mistakes and progressing.

Market Awareness Level

Level 4 :

Because they would go on YouTube and look for advice or some people would buy online golf lessons, for personalized opinions on what to improve directly

- What to do for level 4 (just so I can look back on my copy of what to do).
Buy Now, Urgency, Scarcity, Risk Reversal, Social Proof, Crank pain/desire/need, etc.

Stage of Sophistication

My client's market is at Stage 3 because I looked at some former DVD titles for golf businesses and they were quite simple titles making big claims

Best Move: I need to lead with a new and unique mechanism. Which would be the Triple coil Swing

Current Levels

- Desire = It's around the middle because they are struggling with their golf performance to find help at an affordable price and I need to crank up the desire to overcome their annoying, mind-stretching, tedious mistakes or gaps in their knowledge to get better.
- Trust = Low because of some evidence but not enough to prove to the somewhat difficult customers that the business is trustworthy, So I can say that these many people have bought it and all they had come back is amazing reviews also show a testimonial that they have received from the vice president of LA
- Certainty = Low as well and I could add some Urgency or Scarcity to the copy so they can decide whether they want it or not.

Where do I Want Them To Go?

What specific actions do you want them to take at the end of your copy?

- I want them to:

- Call the number
- Give their card details to purchase the DVD

Identify any perceived costs they may have about your desired action etc.

- They might decide to go back to playing countless games being arrogant and not listening to the advice saying they can find a way themselves
- they are on the fence about listening to the information and paying for the DVD
- They feel like it would work but they are afraid and they plateau
- They would have to put a little bit more effort to get better at the technique instead of playing an average once every 2-3 weeks

What are the steps I need to take them through to get them from where they are to where I want them to go?

- I will get their attention with the SL saying about the new unique mechanism
- I will increase their perceived cost by price anchoring from what the rich pay for personal lessons and how cheap the DVD with the exact lessons
- I can decrease the effort and sacrifice by shortening the time they have to get to their desired state
- For trust, I would like to have a quick testimony at the end. I can maybe put the testimonial as the link.

Outline HSO Framework:

Hook

Story

Offer. is probably best to tell the story of the pains and desires from the perspective of the reader.

1st HSO EMAIL First Version:

SL: **Why** do most people always swing in a position that makes them never live up to their full potential driving power?

Before I tell you how to achieve **MASSIVE** improvements in your drives.

I want to tell you a story of our loyal customers who found their power.

Adam went out with his friends one day to play golf, he wasn't the best but he came for the fun.

Instead of fun, he heard negative and heartbreaking comments about the way he played.

Hours felt like years of torture and Adam had enough of the suffering.

He was the worst out of his friends for the past 3 years.

A few months ago the day he went out with his friends ended and Adam instantly went home, found, and purchased our resource (which he then learned our Grandmaster's Technique).

Every day for at least 2 hours, he practiced with a long metal water pipe like it was a training club. He worked hard, day in and day out.

A few weeks later he played with his friends again.

(You won't believe it.) He was hitting the longest shots he had ever seen himself do!

Hit, After Hit, After Hit. They all left home speechless.

Now the teachings are ready to be unlocked.

[Click here to learn the Golf GrandMaster's Secret](#)

HSO EMAIL 2nd Version:

Subject Line: Unlock Your Driving Power—Today.

Body:

Why do most golfers fall short of their full driving potential?

Before I reveal the secret to MASSIVE improvements in your swing, let me tell you about Adam.

Adam was the worst golfer in his group for 3 years. Every game was the same—negative comments, embarrassment, and frustration.

But one day, he'd had enough. He went home, purchased our resource, and discovered the Golf Grandmaster's Technique.

For weeks, Adam practiced relentlessly. Fast forward to his next game:

Hit after hit, Adam smashed drives farther than ever. His friends? Absolutely speechless.

Now it's your turn.

[Click here](#) to unlock the Golf Grandmaster's Secret—and finally play to your potential.