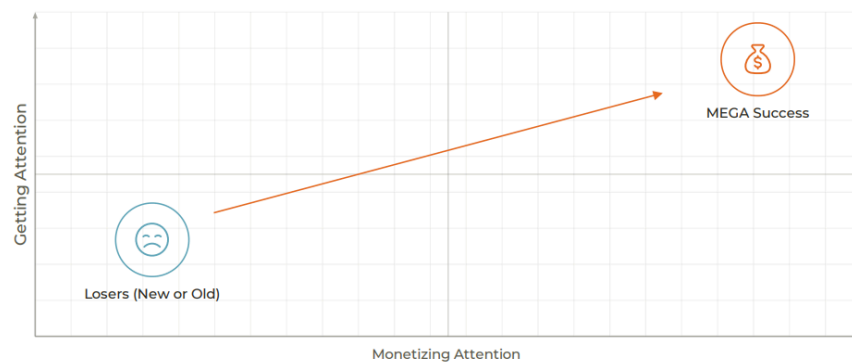


Before I start this off, I wanted to answer the question that was introduced on Saturday's morning power-up call:

"Why haven't you submitted your copy for review in the new copy aikido channel?"

Answer:

I'm working with a warm outreach client that is situated in the lower left bracket of the "getting and monetizing attention scale". (Losers)



Since they technically have no audience, I decided to help them launch and grow an IG page from scratch, which is why I'm focused on posting more frequently rather than posting content with high-quality copy (less frequently) to an audience that doesn't exist yet.

In other words, I know that my copy could be of much higher quality if I spent more time on each post, but I thought that I'd first wait until I had grown a decent audience, then start focusing more on copy quality, and then post that copy to this channel.

But since there's a risk of the copy aikido channel not existing anymore, I wasn't going to let such a valuable resource pass by.

So I'll be sending this submission to get some guidance to make sure I'm on the right path to provide massive value for my client, get a testimonial, and then reach out to bigger and better clients.

Let the harsh destruction begin...

Who am I talking to:

Niche: Parents or teachers wanting to help solve children's emotional and mental struggles.

Some children's struggles could be:

- Negative thoughts.
- Scared to ask questions in class.
- Struggling to fall asleep.
- ...

Broad: (Current Focus) People wanting to improve their mental health, as well as their kids, parenting tips, mindset...

Where are they now:

Parents care about their children, and the last thing they would want is for their children to face mental or emotional problems.

Additionally, they're worried about being too late to fix these struggles and end up having to deal with more difficult (possibly unsolvable) problems in the future.

These parents might be struggling to:

- Get their children to go to bed.
- Get them to eat their food.
- Make sure they are emotionally doing okay.
- Make sure they're not worried about anything.
- Make sure that they are not afraid in class.
- ...

(This similarly applies to teachers too)

Where do they want to go:

These parents would feel rested knowing that their child's mental health and emotional state are not disrupted by any struggles that could lead to bigger problems in the future.

They want to see their children excel in class, not be afraid, be happy, joyful, respectful...

What are the steps they need to take to get there:

My client is a therapeutic storyteller, he records himself telling short stories that have a soothing, relaxing, and therapeutic effect on the mind of the listener (primarily children). (Low Ticket Product)

A parent (avatar), could play these specific stories to their children, and gradually start seeing some of the struggles be solved.

The stories include characters that the children might be able to relate to or be more curious about.

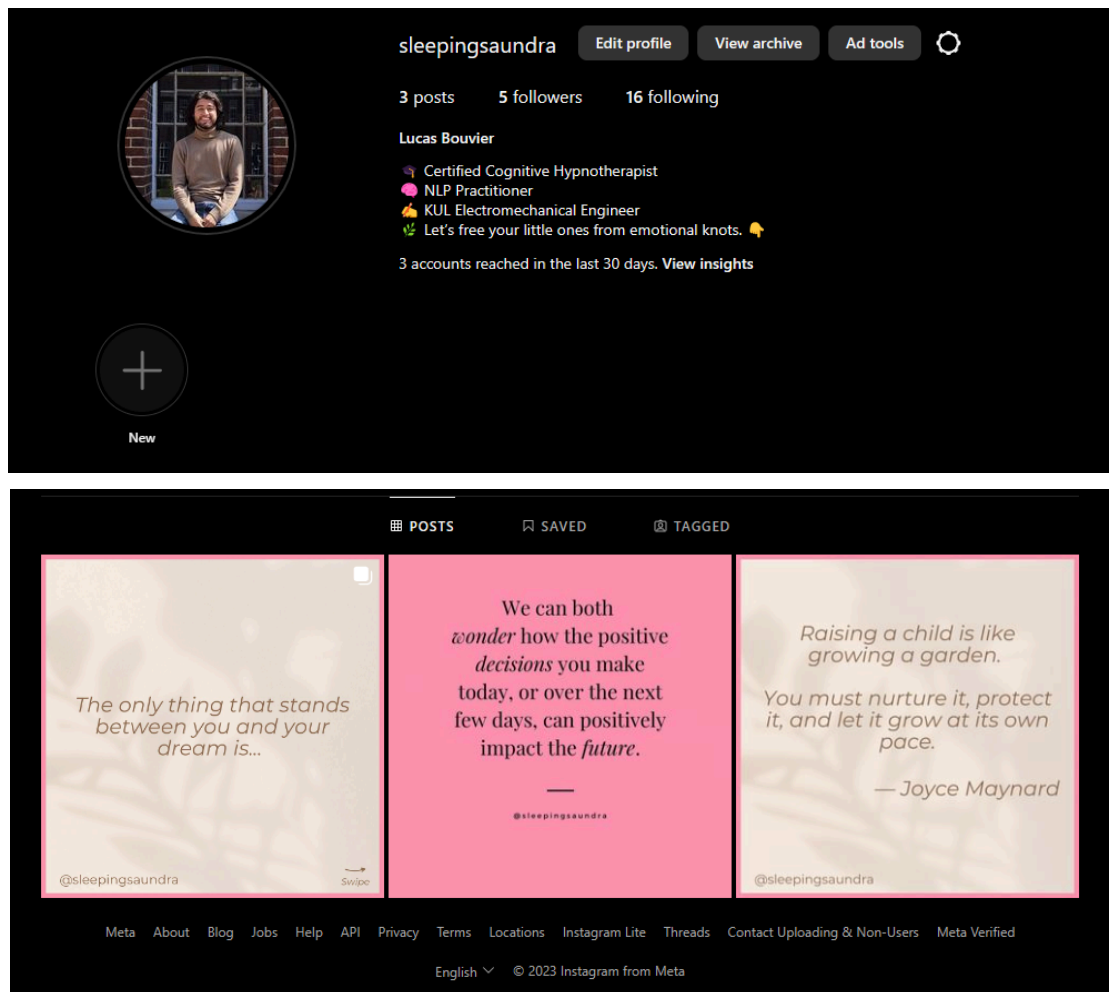
To achieve the best outcome/result, these stories could be created specifically for a certain child with a specific struggle. (Probably Mid to High Ticket Product)

Plan to Success: (Getting Attention)

- Post on their IG Page Daily
- Follow and interact with similar pages

Copy / Instagram Channel:

[Lucas Bouvier \(@sleepingsaundra\) • Instagram photos and videos](#)



Bio:

🎓 Certified Cognitive Hypnotherapist

🧠 NLP Practitioner

🔧 KUL Electromechanical Engineer

🌱 Let's free your little ones from emotional knots. 🙌

(There should be a link to his website here, but it's not functional, he said he's working on getting it back up again)

Post 1:

Caption:

🌱 Parenthood is a lot like tending to a garden. Nurturing love, providing a safe haven, and letting each unique flower bloom in its own time.

🌸 Just as plants thrive with care, so do children.

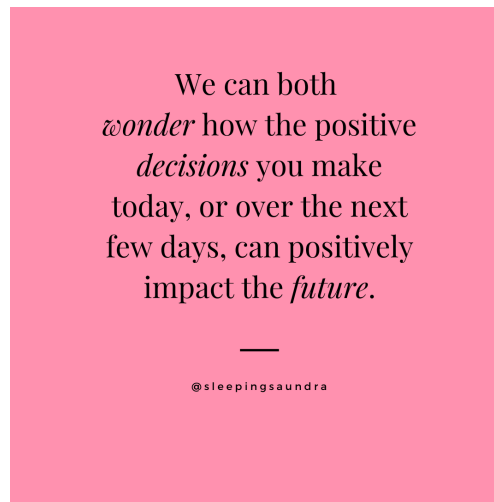
In the garden of parenthood, patience and understanding are the seeds of a child's beautiful growth. ❤️

✨ Join us on this journey!

Follow for more tips and positive vibes. Let's grow together! 🌷

#sleepingsaundra #parenting #love #nurture #thrive #inspiration #children
#hypnotherapy #storytelling

Post 2:



Caption:

Let's embrace daily positivity.

Take a moment to close your eyes, inhale deeply, and visualize a warm, golden light surrounding you. 💡

Picture it filling you with renewed energy and joy. 😊

As you exhale, release any tension.

Open your eyes with a smile, ready to embrace the rest of the day positively.

Follow to spread positivity all over your feed. 🚀✨

#Positivity #love #joy #sleepingsaundra #nurture #thrive #inspiration #children
#hypnotherapy #storytelling

Post 3:

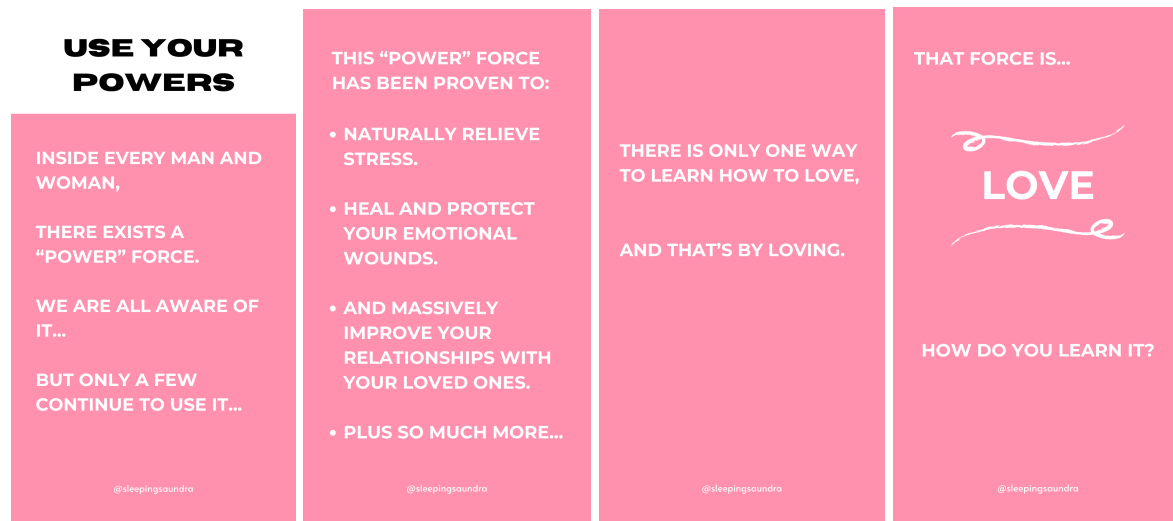


Caption:

The only thing that stands between you and your dream is...

#love #positivity #mindset #nurture #sleepingsaundra #joy

Latest Story:



Story Copy:

USE YOUR POWERS

Inside every man and woman,

There exists a “power” force.

We are all aware of it...

But only a few continue to use it...

This “power” force has been proven to:

- Naturally relieve stress.
- Heal and protect your emotional scars.
- And massively improve your relationships with your loved ones.
- Plus so much more...

That force is...

LOVE

How do you learn it?

There is only one way to learn how to love,

And that's by loving.

Next Planned Post:

I'm planning to post a short reel where the guru will be reading out a short "tip/lesson" with appropriate scenery and captions as the video content.

Currently waiting for him to record the audio.

Lesson:

3 easy steps you can do right now to discover your true self and fill your body up with positivity

Number One, Share a Smile

Next time you meet someone, let a smile light up your face. It's a subtle yet powerful gesture that connects us on a deeper level.

Number Two: Three-Word Journal

As the day ends, describe it in just three words. It's like a miniature love letter to yourself, reminding you of the milestones you've achieved.

Number Three: Unexpected Compliment

Send a surprise compliment to a friend or loved one. It's the sprinkle of positivity that spreads into genuine connections.

Number Four: Walk and Wander

Take a 15-minute mindful walk, allowing your mind to wander as you visualize your passions and paint a mental picture of your perfect future.

Remember, it's the small steps that make a big impact. Try these and let us know your heartwarming experience in the comments.

Additional Info / Summary of Questions:

- Would you change anything in the current path I'm taking? (in the beginning, quantity > quality, and then once there's a decent audience (100+ followers), I start putting more focus on quality while posting less frequently)
- He also has a degree in cognitive hypnotherapy, but licensing issues in the country don't allow him to hold therapy sessions yet, so we decided that we'll first focus on storytelling. Once he gets the license and sets everything up, we can start promoting hypnotherapy sessions with him.
- Other than posting valuable content that is similar to what top players are posting, what would you recommend implementing to better grow this client's IG organically?