

100 Push-ups: <https://rumble.com/v45uimh-100-push-ups.html>

### **1) Who am I talking to? Who is reading this copy?**

- Niche:
  - Commercial Photography
- Target, ideal avatar:
  - Men or Women? Both (but mainly men)
  - Approximate Age range? 25-45
  - Occupation? Business owner
  - Income level? Mid-High £30-50k a year
  - Geographical location? Northern Ireland

### **2) Where are they now emotionally & mentally?**

They are frustrated that their business isn't where they expected it to be by now (after 2 years). They've tried to put more emphasis on their social media accounts to try and grow their business but it hasn't worked as effectively as they thought. They have been watching certain gurus online trying to learn how to grow and market their business better, but they find it difficult to apply everything and still feel lost.

- They own a small-medium size business so they have a lot on their plate and are very hands-on, which leaves them very thinly stretched. They feel like they just don't have enough time to invest in growing their business, but don't have the funds in hiring specialists to do it for them.

### **3) The reader's roadblocks and solution mechanism**

Their roadblocks again are that they lack the time, funds, and knowledge to grow their business by themselves.

They only run a relatively small business and don't have much spare time.

They don't have lots of business experience, so it's relatively new to them.

They have tried solutions like putting more effort into their social media, but they don't seem to know what they're doing with it and hasn't worked as well as they expected.

They've tried listening to and taking advice from online gurus and podcasts but not much has changed and their business still isn't where they want it to be.

They haven't even thought of commercial photography as a solution to this problem, or as something that could bring them closer to where they want to be.

#### **4) At the end of this piece of copy, what actions do I want them to take?**

The objective of the email sequence is to get the reader to book a consulting call.

#### **5) What are the things they need to go through (thoughts, emotions, sensations, imaginations) in order to make them take this defined action?**

They first need to become solution-aware.

They need to be educated to understand that photography is a possible solution to their problems and can bring them towards their dream state.

After they have been educated their pains must be amplified (e.g their status - they want to be a successful entrepreneur and not a failing or mediocre business owner)

Paint photography to the solution to these pains and amplify this with status and identity.

#### **Address roadblocks:**

- They lack time to put into trying to market and grow their business.
- They lack the money to hire specialists to come in and do it for them.
- They lack the knowledge and confidence of how to do it themselves.
- They're uncertain why their business isn't where they expected and hoped it would be by now and don't know what to change.

The Copy

Context:

After coming to a landing page and opting in for a 5-minute consultation call to see whether or not professional commercial photography is right for their business they will opt-in with their name and email to get a link sent to them to

book a call. This email sequence is to make sure they book the call, if not after the very first email they receive with the link to book it.

I have included emails number 2, 3 and 4 below because they are the ones I am most unsure about and could benefit most from a review.

Personal Analysis:

I think the emails are creative and attention-grabbing. I tried to make them more interesting than just a cliché 'sales email' as I thought it went well with the photography niche.

However, I think I might have tried too hard to be creative and interesting and might come off as confusing.

I also think the biggest weakness of the copy is its length.

I think the emails would be better if shortened without losing their meaning and effect.

#### EMAIL 2 - LATEST DRAFT

So...

(Sits back and cracks knuckles)

Do you want a quick and easy way to 50x your sales?

Do you want to sit back, relax, and watch as thousands upon thousands of new customers appear every day?

Do you want to be no.1 on Forbes within 2 weeks?

Well, you're in the wrong place.

I try to avoid "crazy talk"

But I'm sure there are plenty of "woo woo" gurus lurking on Instagram or YouTube who will be happy to promise you all this.

Unfortunately, photography isn't going to 50x your sales.

**But wait...**

Aren't I meant to be telling you why photography is the best thing in the world that could ever happen to your business?

Yeah, maybe I should be...

But I'll be level with you.

I can't take a few pictures and promise to 50x or even 10x your sales overnight.

But what I can do is capture your brand in its best light,

Tell your brand's story,

Make it so hard for people to not engage with your brand when they see it that they'd rather pull their hair out than ignore it.

(Okay, that's the only time I'll exaggerate 😊)

*If* your brand has a story worth telling, then I have been told that I can "skyrocket sales"

I don't know what number "skyrocket" is

So I'll let you decide if it's a good enough multiplier

Just look at what these other local business owners you might know have to say:

[LINK TO TESTIMONIALS](#)

### EMAIL 3

SL: Ignore if you have 500k followers

Why isn't (business name) at 500k social media followers and known countrywide?

And you can't blame silly things like the state of the market!

Or your "*media presence*"

And it's not because you're just missing better pictures for your business (unfortunately)

(That would make my job a lot easier)

The reason some businesses make it big is because of ONE reason...

It's not something so black and white...

And it's why most businesses overlook the need for a professional photographer...

What it takes, is to *define* your **BRAND**

Not exactly straightforward though right?

But thankfully, the fastest and easiest way to start setting *your* brand apart from the rest of the herd...

Is simply with engaging imagery...

Imagery that allows you to connect with, and grow your audience.

If that's something important to you, then schedule your consulting call below.

[LINK](#)

#### EMAIL 4

SL: How photography increased sales by 304%

I noticed you were still on the edge after our last few emails.

So RE me if I'm wrong, but:

- A) You're not actually a business owner, and for some reason, you just really enjoy reading my emails

(I bet you're saying to yourself "as if")

Or more likely;

- B) You are a business owner but are afraid of committing to something that could potentially put your business on a much more powerful trajectory

Now frankly, I don't want to give you every reason under the sun why you need photography;

Instead, here's a story, and you can decide for yourself 👉

Connor (a young entrepreneur) runs an online store, managing the business himself in his spare time.

Filled with ambition and chasing his vision for his business, his goal is to grow his store and become an established brand.

Now Connor sells furniture in his store;

(a very competitive market to break into)

Especially as a solo entrepreneur on the side.

Hence why he wasn't exactly up to his neck in orders, and the work he was putting in for his business didn't seem to have any avail.

He had tried:

- Changing his website

- Different social media posts and content
- Listening to all the gurus telling him what he should and shouldn't be doing

He could have kept banging his head against the wall, or taken a punt and made the investment in growing his brand.

Without even any consultation call, Connor rang me and told me exactly what he was looking for

Instantly I knew strong photography was what his store was missing.

Within 2 months of working together, Connor's business saw an increase of sales by 304% (and still rising).

Maybe, it's just a coincidence that 2 months after he invested in professional imagery he saw a 3x spike in his orders.

Maybe it was just because he started to listen to all these gurus more closely.

But I certainly know what Connor attributes his recent success to.

If you're on the edge of whether photography is right for you, book a consultation call to find out.

It's free and only 15 minutes.

There's no way to lose.

👉 [LINK](#)