

## 1 - Who am I writing to? Who is my avatar?



I'm talking to Vanessa. She is a 32-year-old professional woman who is trying to navigate the dating world after her 3-year relationship ended because the guy didn't want to commit and take things to the next level.

Now she finds herself lost and stuck in dating, she keeps attracting the same type of men who don't value her.

She wants a real relationship but she keeps experiencing some type of FWB relationship where the man doesn't want to define what they are and make her feel like she is "The One" like she thinks she deserves to be.

However this is the best scenario, most of the time guys just ghost her or disappear before the relationship even begins or they reply late to their texts in a conversation that isn't going anywhere.

She is frustrated and angry by this because guys aren't honest, they don't want to commit and out of the blue, they disappear because they are seeing someone else.

Vanessa believes she is worthy of love, all of their friends and family keep telling her how any man would be lucky to date her. She wants someone who calls her his girlfriend and presents her to her family. She wants to feel secure knowing that she is in a relationship that will last FOREVER.

But the only thing that seems to happen is her attracting the same type of men over and over again.

She thought that by the time she hit 30, she would already be married with kids, but this didn't happen and she was embarrassed by it. Sometimes she just wants to hide from her friends and family who keep complimenting her because if what they are saying is true, then why she hasn't found yet the long-lasting committed relationship she deserves?

However, Vanessa believes in improving herself and already tried some coaching stuff in her life before and knows that it works.

She wants to bring out the high-value woman she knows she is inside and manifest the right men in her life.

She believes that if she understands how men think and unlocks her inner

confidence, then she will be able to express herself to them as a high-value woman and set boundaries so eventually the right man will come up to her.

It's also a question of energy and the universe, you know?

2 - Where are they now? What are they thinking and feeling?  
Where are they inside my funnel? etc

They subscribed to the email newsletter and received a gift (3 (dating guides)).  
Now they should receive the emails that direct them to the courses.

3 - What actions do I want them to take at the end of my copy?  
Where do I want them to go?

I want them to read my email and click on the CTA so they can go on the  
"Texting Mastery Course", read the copy, and be sold there.

4 - What must they experience inside of my copy to go from where  
they are now to taking the action I want them to take? What steps  
do I need to guide them through to take them from where they are  
now to where I want them to go?

The objective of my copy is to make them click the CTA and go see the  
"Texting Mastery Course" and be sold there with a long-form copy.

To accomplish this objective I'm going to tease the pain of the guy ghosting  
them, not replying, replaying late, conversations that just stall and don't go  
anywhere, or the guy reappearing out of nowhere.

I found through research that those are the biggest pain that women experience in  
the "dating texts" with guys.

- My client course maximizes the likelihood of achievement because it will teach them the art of crafting purposeful texting. They will know the "What", "How" and "When" of texting so in every scenario they will know what to text to bring the relationship flowingly to the next stage.
- My client's course maximizes the dream state because it will teach them not only how to text, but how to interpret the guy text so they can know the underlying meaning and avoid red flags.

This way they will know how to deal with unwanted scenarios and build a momentum of good texting that will flowently move the relationship to the next stages.

- My client's course minimizes time to get the desired outcome because by knowing exactly what, how, and when to text a guy they will avoid wasting time, avoid text that will make the guy ghost them, and will make them be perceived as a high-value woman able to attract what she wants. No waste of time, no mistakes in texting.
- My client's course minimizes the effort and sacrifice needed because it will show them how to feel in control of texting, they will know what, how, and when to text so it will effortlessly move the relationship forward and not make it fizzle into nothing.

## Roadblock

My avatar's biggest roadblock is that they don't know how men think, they don't know why they ghost them, and they don't know how to set boundaries and communicate what they want in their relationships in the right way.

My avatars may have tried different programs and the objection might be that they don't want a generic prompt of messages to send that don't sound like them or a list of questions and answers.

Are you sure about that text?

## Email:

### **Wait! Are you sure you want to send him that text?**

It's 2 am, you are in your bed, and the room is completely dark until a slight light turns up for a moment: it is your phone.

You pick it up and it's him!

**He finally has replied to your text**

Immediately you start thinking about what to say to him and

you start typing...

now it's time to hit send, but your texting finger keeps twitching...

... hovering over that little "send" arrow.

You are wondering:

**Is this what I should text him?**

**Does this message strike the right tone?**

**Should I reply to him now or just wait for a better moment?**

You really like this guy and you don't want things to end up like many other times before.

Yeah... I mean when the guy just **stops replying** to you completely and **disappears** out of the blue.

You see, in every stage of a relationship **communication is key**,

especially in the beginning, I would say it's a master key!

If done right, text will allow you to open any door and get you effortlessly out of this casual talking stage moving your **dating life forward**, but

if done wrong text can easily turn a "maybe" into a "no way".

**So, do you still want to send him that text?**

The thing is that when texting you need to learn to set your tone and boundaries,

and you do so not only by knowing **WHAT** to say to him but also **HOW** and **WHEN**.

Only in this way you can express your value and make yourself stand out in his eyes compared to the other women.

Don't worry about this though, you don't have to figure it out by yourself.

I have designed a specific [course](#) that will teach you exactly **WHAT**, **HOW**, and **WHEN** of texting,

plus how to instantly **understand men's behavior** and avoid red flags that are costing you precious time

So what are you waiting for?

[click here and step into your real secure relationship NOW!](#)

## Personal analysis

I think I should include some types of gifs or images of famous TV series/movies to enhance my message because my target market watches these types of stuff

I think my copy flows well, but I'm sure there are some mistakes that I don't see.

<https://vimeo.com/917526120?share=copy>