

# 1. Answer the four questions from the winner's writing process.

## What is the business objective?

- Offer to warm audience (email → landing page)
  - \$1.5k revenue (goal)

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

- Email list
- Landing page

## Who am I talking to?

- Generally, What Kind Of People Are We Targeting?
  - Men or Women?
    - Men
  - Approximate Age range?
    - 35-65+
  - Occupation?
    - Professionals, managers, retirees, etc.
  - Income level?
    - Middle-class
  - Geographic location?
    - UK
- Painful Current State
  - What are they afraid of?
    - They are afraid of discomfort (muscle stiffness, sweat, etc.)... Not being prepared for the weather correctly
  - What are they angry about? Who are they angry at?
    - Angry at the changing/unpredictable weather - Muscle stiffness, discomfort, etc.

- Angry at brands that don't deliver the results they say they will - Bad quality, get destroyed after a machine wash, etc. - "Love mine, still looking and feeling good after 20+ washes and still as comfortable! I will be getting more."
- What are their top daily frustrations?
  - Being uncomfortable - Based on the winning statement - "I want to be more comfortable when playing golf."
    - "...even though the weather is good, my shoulders and upper back are much more comfortable."
    - "I am 6' 7", large build (54-56" chest and long body length), and have always struggled to find any golf clothes that fit comfortably without feeling awkward on the golf course."
    - "Bought one shirt and found it so comfortable and warm around my shoulders that I bought another two."
    - "Comfortable to wear and kept cool in hot playing conditions."
  - Not being dry and cool - Based on the 2nd best statement - "I want to stay dry and cool when playing golf."
    - "Played on an inclement day sunshine/rain and breezy kept me dry and cool well worth the money, this being my second purchase."
  - Muscle stiffness - Based on the 3rd best statement - "My muscles get stiff and this ruins my performance when golfing."
    - What problems did you regularly face before you started using a Brickfielder golf shirt?
      - "Stiff shoulders through cold conditions! But not with brickfielder extra padding"
    - "When cooler with a larger windproof membrane keeps muscles well protected especially as I have a back problem."

- “I wore the shirt on Saturday for a round of golf and it kept my neck nice and warm throughout the round.”
  - “Does exactly what it said it would do and keeps my back muscles warm throughout a round.”
  - “Shirt looks fantastic. The membrane on the back works well and keeps you warm and Dry.”
- Not being able to concentrate on the game. Having to layer up/down - Based on talking to a person that matches the market
  - “Comfortable shirt, played on one of the hottest days of the year, felt dry and comfortable throughout, allowing me to concentrate on hitting shots. Already a favorite.”
  - “The weather patterns on the coast are crazy. You don’t want to be spending 20 minutes every hole dressing and undressing.”
  - “Christmas present for son who hates wearing a jacket - loved it as it is water repellent and keeps muscles warm.”
- What are they embarrassed about?
  - Bad performance caused by muscle stiffness
  - Not being well prepared
- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?
  - They don’t feel confident on the course and in the club house.
    - “A quality item that leaves you feeling your inner confidence on the course and in the club-house...”
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
  - "Honestly, playing golf can be quite frustrating at times. I often end up drenched in sweat and feeling overheated. It's really distracting. On top of that, my muscles tend to

get stiff, which ruins my swing and overall performance. It's such a pain trying to enjoy the game when you're uncomfortable and not playing your best. I wish there was a way to stay dry, cool, and keep my muscles loose."

- What is keeping them from solving their problems now?
  - The lack of products for this problem.
  - Products that are making big claims but are rubbish.
    - What do you like most about the Brickfielder golf shirt?
      - "Bought one 6 years ago and still like new" - They are amazed by the quality of my client's shirt which means they're used to rubbish clothes
  - "Normally dubious about Facebook links for sales but great product and amazing service!"
  - "Always a bit dubious when ordering products from facebook ads, but pleasantly surprised..."
  - "I was dubious and hesitant at first by the claims of the Active material in the shirt – but can now agree that the shirts are first class..."

- **Desirable Dream State**

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
  - Being comfortable
    - Staying dry, maintaining optimal body temperature, and protecting muscles from wind and cold.
    - More consistent swings and reduced risk of injury.
    - Focusing more on their game and enjoying it more.
  - Staying dry and cool
    - Maintaining a comfortable body temperature to prevent overheating or excessive sweating.
    - Reducing discomfort from wet clothing.

- Focusing better on their game without the distraction of discomfort from sweat.
  - Boosting confidence and overall enjoyment of the game.
- No muscle stiffness
  - Better swings and more consistent play.
  - Preventing muscle strains and injuries.
  - Improved endurance
- Who do they want to impress?
  - Golfers on the golf course.
  - Golfers in the club house.
  - Their golfer friends.
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
  - Confident: Knowing they are well-prepared and comfortable would boost their self-assurance.
    - “A quality item that leaves you feeling your inner confidence on the course and in the club-house...”
  - Focused: Free from distractions of discomfort, they could concentrate better on their game.
  - Energetic: With reduced muscle stiffness and effective temperature regulation, they would feel more energetic and capable of playing longer.
  - Satisfied: Achieving better performance and enjoying the game more would lead to greater overall satisfaction.
  - They secretly desire better gear to make them a better golfer.
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
  - "If I could be perfectly comfortable while playing golf, it would be marvelous. Staying dry and cool would make such a difference. And my muscles often get stiff, which really hampers my performance. I dream of playing without any discomfort, with full focus on my game. It

would be fantastic to feel confident and play at my best, truly enjoying every moment on the course."

- **Values, Beliefs, and Tribal Affiliations**

- What do they currently believe is true about themselves and the problems they face?
  - They believe it's making their game a bit harder... Stiff shoulders means a bad swing. A bad swing means bad performance.
    - What problems did you regularly face before you started using a Brickfielder golf shirt?
      - "Stiff shoulders through cold conditions! But not with brickfielder extra padding"
- Who do they blame for their current problems and frustrations?
  - Unpredictable weather
  - Low-quality clothing brands
    - What do you like most about the Brickfielder golf shirt?
      - "Bought one 6 years ago and still like new" - They are amazed by the quality of my client's shirt which means they're used to rubbish clothes
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
  - Some have tried. Some have not.
    - Have you tried solving these problems before discovering Brickfielder?
      - Yes, I have.
    - Why do you think you couldn't solve these problems before?
      - Had to wear under vest
  - There are other solutions on the market, but not proper ones

- Brickfielder is the first to come up with this unique mechanism, so there hasn't been a proper solution for this problem.
- How do they evaluate and decide if a solution is going to work or not?
  - By looking at the reviews of the product.
    - "I read the reviews..."
  - By the style and the colors of the product.
    - What do you like most about the Brickfielder golf shirt?
      - "I think it's the colors."
    - What made you buy a Brickfielder golf shirt?
      - "Style"
- What figures or brands in the industry do they respect and why?
  - They respect TaylorMade, Callaway, Titleist (golf brands for apparel, accessories, golf clubs, etc.) because they produce quality products.
  - They respect Garry Player, Jack Nicklaus, Rory McIlroy, etc. (top golfers who are persistent, etc.)
- What character traits do they value in themselves and others?
  - Persistence
  - Patience
  - Preparedness
- What character traits do they despise in themselves and others?
  - Not valuing time/wasting time
  - Complaint
- What trends in the market are they aware of? What do they think about these trends?
  - Trends like UV protection, quality fabrics, etc.
  - "Bought this shirt because it looked a bit different."
  - "Ordered this golf top as I was looking for something a bit different from other popular brands."
- What "tribes" are they a part of? How do they signal and gain status in those tribes?

- They are a golf club member and they have golf friends
  - "...the lads at my golf club are all asking about my new eye-catching tops..."
  - "Have gotten so many compliments on these shirts."
  - "Stand out from the crowd...raises comments at the club."

## Where are they at now?

- **Market awareness**

- Level 4 - Product aware
- They have either bought the product or have subscribed to the email list

- **Stage of Market Sophistication**

- Stage 3 - The market is tired of the claims
- My client leads with a new, unique and effective mechanism - *"Having an effective, unique, and difficult to copy mechanism is a MAJOR advantage because it will allow you to stay and dominate the market at this stage of Sophistication. This is a rare but desirable position."*
- I thought my client was the first to market (The market is at Stage 1) but then I realized that there are other technology products on the market (lightweight with modern fabrics, etc.)
- Otherwise if the market was at Stage 1 the claims would have been very simple...

- **3 levers of success - Current**

- Pain/Desire - 3/5 (They have either already bought a shirt, or haven't because the desire is not that high...)
- Belief - 4/5
- Trust - 3.5/5 (They know the company. Some have bought, some have not. That's the average)

- **Current state**



- They are afraid of discomfort - bad endurance, performance, experience
  - Frustrated at uncomfortable clothing
  - Frustrated at not staying dry and cool during their game
  - Frustrated at muscles getting stiff causing to have a worse performance
  - Frustrated at not being able to concentrate on the game.  
Having to layer up/down
  - Secretly desiring that better gear would make them a better golfer
- **Dream state**
    - Having less layers of clothes, and being able to move freely, swing freely, etc.
    - Staying dry and cool - Not being sweaty and uncomfortable
    - No muscle stiffness - Having a better rotation, swing, etc..

### Where do I want them to go?

- **3 levers of success**
  - Pain/Desire - 4/5
  - Belief - 5/5
  - Trust - 4/5
- **Problem**
  - Discomfort (sweat, muscle stiffness, etc.)
- **Solution**
  - Technology golf shirt (lightweight, comfortable, drawing sweat away)
- **Product**
  - Brickfielder golf shirt
  - Back protection (membrane) - Water repellant and windproof - Protects the trapezius and deltoids from cooling - Better swing

- High-tech fabrics - Draws sweat away - Water repellant (keeps you dry during a drizzle) - Minimize restriction
- Not having to dress and undress all the time - Better focus
- Etc.

- **What are the steps?**

- How will I get their attention?
  - Storing SL - Fascination
    - “How to be more comfortable when playing golf...” - But a shorter one
  - A lot of visuals - Ecom style email
    - Pattern interrupt
    - Color contrast
    - Matches previous experience with importance
    - Movement?
- How will I increase certain levels?
  - Desire
    - A lot of visual sensory language showing the dream state
    - Use the value equation to maximize the value
    - More avatar language. More in depth stuff
    - Show, don't tell
  - Pain
    - Visual sensory language
    - Add a specific timeframe for the offer
    - Add urgency and threats from not acting
  - Belief
    - Visuals
    - Show the effects of the benefits of the shirt
    - Show, don't tell

- Trust
  - Social proof
  - Testimonials
  - “5-star rating”
- How will I bring down certain thresholds?
- Cost
  - Justify the price point
  - Emphasize the guarantee
  - Emphasize the fast delivery

## **2. List the reader's roadblocks and the solutions/mechanisms to solve them.**

### **Problem**

- Discomfort (sweat, muscle stiffness, etc.)

### **Roadblocks**

- Companies that are making big claims but are not delivering the desired results
- Brickfielder is the first to come up with this mechanism so there hasn't been a proper solution

### **Solution**

- Technology golf shirt (lightweight, comfortable, drawing sweat away)

### **Product**

- Technical golf shirt
  - Back protection (membrane) - Water repellant and windproof - Protects the trapezius and deltoids from cooling - Better swing

- High-tech fabrics - Draws sweat away - Water repellant (keeps you dry during a drizzle) - Minimize restriction
- Not having to dress and undress all the time - Better focus
- Etc.



### 3. Personal Analysis

#### Weaknesses:

- I don't know anymore. The last time I launched an email there were a lot of problems... I didn't do any in-depth market research, I wasn't boosting any levers (belief, pain, etc.), I was basically just vomiting words on a google doc. And on top of all that, it wasn't an ecom style (more visuals). No wonder it didn't perform well.
- But this time, I fixed everything. I used more visuals and less text... The market research is way better (I'm running an ad project at the same time, so I tested the statements of pain/desire, so my market research has to be correct). I looked at the comments on my previous email reviews and I followed all the tips. Basically, the email is way better. Plus... I stole a skeleton from a top player in the golf niche. So I don't know why it isn't performing.

### Plan:

- I don't have a plan this time. Everything is way better, and once again, the performance is bad.

### Possible problems:

- **The time I'm sending it:** I don't know if that's a big problem. I usually send it at 4 pm UK time, but this time my client told me to send it at 10 am UK time. I don't know what time I should send it and I don't know if it's a big problem.
- **Same product:** Most of the people I'm sending these offers already have a Brickfielder golf shirt. So I'm basically telling them to buy another one. Long story short, my client doesn't want to create a new product. So I'm stuck to sending offers to the same people that already have the product.
- **Audience/Email list:** The last time I sent an offer to the list was 2-3 months ago and it was an email sequence. And the last time my client has sent an offer to this list was in 2018-2019. Basically... Last email: 2019; Last sequence to re-engage the audience: 2-3 months ago; And now I sent an email with a 20% off offer.

### Feedback:

- Are the problems from above causing the bad performance of the email, or is the actual email that is ruining everything?
- If the problems from above are the problem... How can I fix them? Launch a lead magnet to grow the list? Fix the time I'm sending it? (Long story short, creating a new physical product is not an option...)
- As I listed all the problems now, the biggest problem might be the same product. But as I start running the FB ads, I will start creating an audience with all the new clients, and I can start sending them offers... Is it a good idea? Or should I re-engage the old audience? I don't know what to do.

#### 4. Indicate if you test your copy and its performance results.

I have tested it and I don't like the results. It's still going. More people will open it, but it's a weak start, so it won't get much better.

And from all that, only two sales... 😞

12.1%    0.8%

Opens    Clicks

804 Opened	50 Clicked	299 Bounced	28 Unsubscribed
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#### 5. Explain how your product's strengths and weaknesses play into the value equation

$$\text{Value} = \frac{\text{Dream outcome} \times \text{Perceived Likelihood of Success}}{\text{Effort And Sacrifice} \times \text{Time Delay}}$$

##### Dream outcome

- Being comfortable

- Staying dry, maintaining optimal body temperature, and protecting muscles from wind and cold.
- More consistent swings and reduced risk of injury.
- Focusing more on their game and enjoying it more.

### **Perceived Likelihood of Success**

- High - 5-star reviews out of more than 500
- Everyone is happy/Everyone has fixed their problem

### **Effort and Sacrifice**

- The cost is lower than most of the brands
- Free return - Nothing to sacrifice

### **Time Delay**

- Very quick delivery
- Everyone is happy from the service

## **6. Explain where the reader is in terms of awareness, sophistication, their thought process, and where they are inside the funnel**

### **Awareness**

- Already explained in the Winners Writing Process

### **Sophistication**

- Already explained in the Winners Writing Process

### **Pain/Desire; Belief; Trust**

- Already explained in the Winners Writing Process

### **Where are they inside the funnel**

- They get an email on their phone and open it

## 7. Show and explain the full funnel.



## 8. Share an unlisted Rumble video of you performing 100 pushups

Pushups

## 9. Whole email

[The email that I sent to the list \(this is how it looks from a phone because most of the subscribers are on phones\).](#)

Comment access is on... 🙌