

1. Who are we talking to? My Avatar?

We are talking to women

Age is from 25-45

They are whether in the world

Avatar

Women

Background and mini-life history

She grew up in a harsh environment, with the closest people not supporting her. Her family was not interested in her problems and they wanted to do the thing that they only wanted.

She was married and born to two children, then she started to find a job to work because she needed to pay for her children and bills.

Generally, her life was average.

A Day in the Life

Generally, she is busy

She wakes up.

Then she goes to work and finishes her work.

She goes back home and starts doing things for her children. Then she starts to scroll on social media and then she thinks about her self-confidence.

Then she goes to bed.

2. Where are they now?

They are scrolling on social media but they always think about themselves and how they will get one day the thing that they want. "self-confidence".

Current state

-They have a lack of self-confidence and because of that they always care about other people's opinion

-Not self-independence

-They are insecure about their bodies

- They cannot even talk to people who they don't know
- They cannot make eye contact with others they are shy
- They are embarrassed about themselves

What are they thinking?

They think about how they would get rid of this situation and find a solution to defeat their problem (lack of self-confidence). They think so much about the current state and they think how their lives would be as a confident woman.

Where are they emotionally and physically?

- They don't feel good at all, they feel bad and stressed because of all these problems their lack of confidence brings.
- They feel worthless
- Generally, their body is in a bad situation some of the high weight some of their skin care, etc.

Where are they in a funnel?

They are in the social media posts we don't have gone through any funnel yet but the next funnel is the home funnel.

3. Where do I want them to go?

Dream state:

- They don't feel attached and scared anymore
- Stop overthinking so they can be more friendly, and confident and do not care about other people's opinions.
- They will communicate with other people and they will not be anxious
- They will not care about other people's opinions
- They want to beat their insecurities
- To say no when is time to be

Firstly I need to get them to click the link in the bio then they will get to the home funnel and from there they can see the program, email list, etc

4. What steps do they need to experience?

In the first lines, I need to say something that is going to grab their attention while implementing their dream state.

Why?

Because if the reader scrolls through social media and sees a post with a description they need to see something that they care about.

In the middle I need to say that they have not yet achieved what they want but without giving them the reason and also what they think.

Why?

Because if we implement the things that they are trying to find an answer it is easier for them to go to the cta because they will want to get the answer.

In the end, I will give CTA and I will play with the dream outcome.

Why?

Because if I implement their desire they will want to click.

Roadblocks:

- They are stuck and they don't have someone to help them and they feel insecure.
- They care about other people's opinions so they can't do things that they want.
- They speak badly to themselves they have bad self-talk.

Solution:

I am going to tell them that they are not alone in this situation many women around the world face these problems like you and that you don't have to care about other people's opinions with the power and potential that is inside you, to stop the bad self-talk you need to stop telling yourself that you are not enough.

Program: This program will teach them everything they need to know to skyrocket their confidence.

Level of Awareness and sophistication :

- They are solution-aware, they know about their problems but they don't know how to solve them.
- The market is sophisticated because I saw that some of them have gone through this market for a long time and many people know about it.

Value ladder:

- Social media post
- Lead magnet
- Low-ticket program
- Mid-ticket program
- High-ticket program

We are at the beginning of the value ladder and we want to send the reader from social media posts to the mid-ticket that they have.

Value equation:**Dream outcome:**

I need to say how nice would be if they finally built their self-confidence, how other people would perceive them, and how they would do what they want without even caring about other people's opinions.

Likelihood of success:

The things that this program gives are used by many people who have built their confidence and we are sure that they will achieve their dreams and because of that, we give testimonials.

Time delay:

With this program, they will achieve their dream very quickly without going through the giant process.

Effort and sacrifice:

They don't have to put so much effort because this program will guide them to their goal and they will have the support that they need.

But they need to sacrifice some money to get it.

Is this copy tested?

Not yet

Personal analysis:

In the first lines, I say that you want to build confidence so you will not care about other people's opinions and also to be more communicative. But because there are people who want to build confidence because they want to achieve something else they may be confused because they will see that is only for those who want to do certain things.

The CTA is vague because I say that I will give the answers that you are looking for but in the end, I say to build your confidence. The reader will be again confused because I said that I would give him what he is looking for.

DIC short form copy:

You want to build your self-confidence so you will not care about other people's opinions and also to be more communicative or for many reasons that the lack of confidence doesn't let you achieve.

You may have tried to achieve that but you are going nowhere and you don't know what to do.

You are stuck and you probably think.

How can I level up my self-confidence?

What do all these confident women know?

I can give the answers you are looking for but I want you to know that you're not alone in this.

So you need to click the link in my bio to discover the secret that can help you build your confidence.

Video script:

In the beginning, I will talk about their pain

Welcome to my video.

You are probably dealing with communicativeness.

You can't talk to random people because you think that something is going to not work or because you are shy.

You care so much about other people's opinions and because of that, you are afraid to do something you want if they see you or if you are in front of them.

But I know why this is happening to you and I will tell you now the reason.

The main reason you have this is because you have a lack of self-confidence.

However, don't start telling yourself that it is your fault because it is not your fault, there was no one to teach about self-confidence to you.

Now express the solution but not how it works

But ok tell us how we can build our confidence (client name)

One of the simple ways to overcome this problem is to not care about other people's opinions because when you do that you feel yourself lesser in front of others and you don't love yourself.

Also, you need to talk well to yourself because if you talk badly this energy is going to make you feel less worthy.

Close

To learn all these things and boost your confidence you can check the description of this video.