

# Marketing IQ Research Practice

The person who I'm reviewing: <https://www.instagram.com/drnadolsky/>

**How is he so successful with bringing traffic?** - He posts funny memes but is also controversial which makes people comment while also educating in his captions which creates the perfect Instagram post

**Takeaways** - make a post educational, funny, and controversial.

**How is he so successful with converting?** - **Covers the biggest objection with the title, “Weight loss that works for your biology”** - mostly a pain point is that people do exercises that don't work for their body so they will be interested.

**To improve?** Make it less formal and easier to read for the audience.

**Takeaways** - Create a high-curiosity title that shows what's in it for them straight away.

Example: - Credit repair that works with your struggling financial position

Uses a quiz that can collect emails for email marketing to make more money >>> quiz is fun and interactive, people love discovering more about themselves,

**To improve?** Can add mystery like “Discover what weight loss type are you” instead of it kind of boring and saying see if you qualify,

LOTS of authority - FDA approved which is a big thing

## At-home weight loss program, start in 5 minutes

>>>> Using NESB

Affordable payment plan, plus get the first month free so more sign-ups.

**Takeaway** - make it risk-free to sign up

Lots of “new” so it stands out and it is a part of NESB

Using fascination bullets in contents to intrigue the audience by making the process sound very easy

Testimonials from high authority figures >>>> more people will trust the brand and buy.

Also using, an emotional language by saying experts who care to show this isn't another BIG PHARMA company.

FAQs to tackle objections, and some more testimonials to make them jump over the fence

## Target Market

- **What kind of person is going to get the most out of this product?**

People in 20s who are struggling to lose weight and want to improve their confidence and rid of their imposter syndrome and are losing all hope with every method that they have tried.

- **Who are the best current customers, with the highest LTV?**

**"I actually feel like the medication is working, APPETITE HAS GONE DOWN!!"**

Customers who also struggle with PERMANANT weight loss

- **What attributes do they have in common?**
- They have food cravings
- They are guilty when overeating
- They are very emotional and cry
- They have confidence problems and imposter syndrome

- They always wear baggy clothes
- They have tried many methods and failed
- They are hopeless with their body
- They are frustrated that nothing works

## Avatar

- **Name, age, and face.** Her name is Lucy and she is 24 years old.



- **Background and mini-life history.**

She always loved eating quite a lot, especially all the junk foods and crisps and that eventually made her led up to being fat, she sometimes got funny faces and that made her confidence go down and started wearing baggy clothes and was desperately trying to find a way to lose weight so people could leave her alone but nothing worked. She always compared herself to the top models and got ashamed and jealous and got emotional, whatever she tries she feels hopeless about stopping her craving and just wants to sit alone in the corner and sob.

- **Day-in-the-life.**

She wakes up tired and goes to her Starbucks work with her baggy clothes on, while her shift she is always worrying in her mind that people might be mocking her when they look at her. After her shift, she is glad to be home and alone and tries to eat that healthy diet that she found on youtube, and then she sinks into Netflix and eventually gets depressed by all the other beautiful women on love island and tries to go to sleep. However, in the middle of the night, her craving comes and she can't resist and dips into the cycle again and overeats. After that, she cries and sobs hopelessly till 3 AM and then finally goes to sleep to restart the cycle once again.

- **Values.** What do they believe is most important? What do they despise?

She believes fitting in is important she can feel accepted and liked, and be more confident and powerful girl type shit.

- **Outside forces.**

All the fit women on Instagram get her jealous and make her annoyed and sad and want to change more.

## Current State

- **What is painful or frustrating in the current life of my avatar?**

- Her big body

- **What annoys them?**

- She can't lose weight and rid of her cravings no matter what "best trick" she tries

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- **What do they fear?**

She fears getting humiliated by someone because of her weight and getting embarrassed in front of everyone

- **What do they lie awake at night worrying about?**

- She lies awake worrying about what other people think about her and scenarios where she gets disrespected in front of public for her weight

- **How do other people perceive them?**

People think she is a fat slump and find her funny looking

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- **What lack of status do they feel?**

- She feels crushed, with no confidence and imposter syndrome and fears of what others think of them

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- **What words do THEY use to describe their pains and frustrations?**

"I have tried many times to stay away from, but don't know where to start"

**“ I feel trapped because I crave it so often.”**

**“having a sweet tooth”**

**“how it enslaved me, and how to break free.”**

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- **“I don't know WHY I'm craving”** - a sense of lost hope and confusion
- I loved this book because I am a sugar addict and really want to be healthier and lose weight. There is a lot of talk about sugar and associated cravings. But this book which is easy to read and provides a host of alternative solutions to reduce the addictions we have, is a true insight into WHY you are 'craving' - the first step to eliminating it
- 
- This new addition to the Sublime Wellness Lifestyle Series is a must-have if you want to live a better and longer life. Thanks Kathy. xxx

## Analysis:

Based on the given testimonial, here are some emotional pain points that the person may have experienced before getting the book:

**Struggling with addiction to sugar:** The person has identified themselves as a "sugar addict" and implies that they have been struggling with this addiction.

**Desire to be healthier and lose weight:** The person has a strong desire to improve their health and lose weight, which may have been hindered by their addiction to sugar.

**Frustration with lack of alternatives:** The person may have felt frustrated with the limited options available to them to reduce their sugar addiction, and may have felt like they were stuck in their unhealthy habits.

After getting the book, the person achieved the following:

Greater understanding of the root cause of their cravings: The book provided insights into why people crave sugar, which may have helped the person better understand their own addiction and how to address it.

Access to alternative solutions: The book offered a variety of alternative solutions to reduce sugar cravings, which may have helped the person find a new approach to managing their addiction.

Improved sense of control and hope: By gaining a greater understanding of their addiction and access to new solutions, the person may have felt a greater sense of control over their health and wellbeing, and a renewed sense of hope for their future.

## Dream State

- **If they could wave a magic wand at their life and fix everything, what would their life look like?**

She would have the slim body that she desires and bring back her confidence and able to go out feeling good and healthy while everyone admires her,

### **What enjoyable new experiences would they have?**

- People would give her good faces
- She would be confident
- She won't be guilty with her life
- She will be more happy
- She will finally feel satisfied with herself
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- **How would others perceive them in a positive light?**

Everyone would be impressed by her achievements and praise her and accept her more which what Lucy wants

- **How would they feel about themselves if they made that change?** They would feel more confident and satisfied with themselves.
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- **What words do THEY use to describe their dream outcome?**

“Finally beat my cravings” - it’s like a long battle

Permanent weight loss. Without diets, without points, without counting this and adding that

- They want to lose weight simple without counting calories and everything

lose weight safe and healthy way.

“the change you want to make within yourself with additional healthy lifestyle suggestions.”

### **3 Emails To Promote Sequence**

 Structure of email sequence 

**1st email** - Intrigue email to spark intrigue and interest and curiosity

**2nd email** - Value email to provide value and sell and build that relationship

**3rd email** - high urgency + pain attacking email to push to buy

## **1st Email**

### **50 Subject Line Ideas**

1. Struggling with craving?
2. Feel trapped by food craving?
3. The biggest lie you've been told about your craving
4. Study: THIS is the real reason to your craving
5. Your REAL reason to your craving (shocking)
6. The REAL reason to your craving (unexpected)
7. You've been lied to about craving
8. Why craving isn't "real"
9. FDA study: THIS is the real reason to your craving
10. How to end your food craving for GOOD
11. Tired and true method to end your food craving for GOOD
12. FDA approved study: Do THIS in the morning to end your craving
13. How to "wipe off" craving
14. How to eat your way out of craving
15. How to drink your way out of food craving
16. How to get rid of that sweet tooth
17. Struggling with sweet tooth? Do THIS in the morning
18. "I finally ended my 2 year craving addiction"
19. How to escape your draining cycle of craving
20. STOP trying to fast when craving
21. Why diets are the devils advocate for craving
22. New study EXPOSES - real cause of craving
23. How to eat your way to easy weight loss (FDA approved)...
24. FDA says THIS is the best way to loose weight

25. Harvard calls new “Melt-a-Weigh” remedy best way to beat craving...
26. When dieting makes you FATTER...
27. New weight loss remedy impressed by harvard calling it the best way to beat your craving

### How to review copy call notes:

1. Discover the whole objective of the copy - e.g a webinar email sequence is trying to get someone to join the webinar
2. Discover what the writer is doing well to achieve the objective. Why? What are the principles
3. What is the writer doing bad that is not accomplishing the objective? Why?
4. How can I avoid making others students mistake
5. Think what reader is thinking

### 5 Questions To Answer Myself Through Copy:

- Does the copy flow? Is it easy to read out loud?
- Will my reader understand the copy and is it using avatars language?
- Is it using avatars specific desires and painpoints so they can relate?
- Is the copy using vivid description and imagery?
- Will every line want me to read the next one?
- Is it less than 200 words?

## Email 1: DIC

**SL** - Harvard calls new “Melt-a-Weigh” remedy best way to tackle craving...

Hi <Name>!

Alex here writing from the front desk from the Sequence Team to help you tackle your food craves,

And in the next 60 seconds, I will show you a new **biologically** proven discovery that **Harvard university** calls [the easiest way to rid your craving problems...](#)

It's a new easy-to-follow way that is **backed by the FDA** and has helped over 5377 Americans cut their cravings and become **happier** with a slimmer and healthier look in just over 4 months...

This doesn't involve sacrificing your favorite delicious foods and having to eat like a rabbit...

All it requires is spending an extra 5 minutes on your couch doing this practice.

It works by counteracting with the body cells that make you crave and make your fat so stubborn so you can loose weight faster and easier.

[Discover more about this new craving solution](#) to finally end your guilty midnight feasts and achieve your desires of walking in confidence with your favorite M-sized shirt.

click [here](#)

Alex

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## Email 2: Value Email

**SL** - The REAL trigger to your late-night cravings (and how to fix it)

Hi <Name>,

You may be able to relate to this below 🙏

You've realized you have a draining food craving problem.

You've tried every solution under the sun however,

No matter how many calorie apps you download

No matter how many fitness watches you get

No matter how many strict diets you try

to silence your craving addiction yet that delicious snack still lurks in your mind making you unable to resist.

Then back to the wall, you wonder:

*"WHY CAN'T I STOP CRAVING!!"*

You're not the only person with this problem, **over 90% of people struggle with this.**

And it's not because you've got an undeniable food addiction, or because you're irresistible to unhealthy food.

The real answer is something that's only discovered through dense biological research on our human behavior.

**WARNING - this may trigger you.**

The truth is that all these "quick fix" methods that you've tried don't ACTUALLY work for your body type.

That's why every method you try you still easily break your fast and unconsciously indulge in the tempting chocolate box.

If you want to discover your body type to see what's the most optimal way for you to end your craving and cut stubborn fat,

[Take our 1-minute quiz](#) and finally stop putting aside your weight loss resolutions today.

Alex

**Email 3: PAS email + high urgency**

### **Subject Line Ideas**

- Last chance to snag 30% OFF!
- Food craving OFF switch goes TODAY

## SL - How to turn the “OFF” switch to your craving

Hi <Name>,

It's a new day, it's a new you, right?

You say that every morning but your craving habits beat you to your knees every day.

If ONLY you didn't see that chocolate bar, you wouldn't have been tempted. It feels like no matter what film you watch or what book you read, you just can't let go of popping into the kitchen for a “quick” bite.

Will you ever be able to escape this cycle of eating to depression?

It feels like it's impossible to become the healthier and happier person that you want to be.

But I tell you it's not!

Because after **2 years** of our experienced biological scientists researching and testing studies,

**We finally cracked the code...**

...To how any everyday American can easily “turn off” their craving no matter what they tried before

Click [here](#) to discover our next-gen “Melt a weigh” formula **backed by the FDA** and finally become the empowered person you want to be.

OR you can stay guilt-tripped from your food cravings and unconfident from your uncontrolled weight

**PS** - Your chance to snag this at **25% off** ends in just 24 hours so act before it's too late!