100 squats->

4 QUESTIONS

Who am I talking to?
- Men or Women? both
- Approximate Age range?15-30
- Occupation? Anything or even student
- Income level? ~50k/year
- Geographical location? USA and Europe

AVATAR:

Kayla Harrington, 23 years old, college student
She comes back to her dull apartment with its boring white lights. Anytime someone comes over she is afraid that they'll be bummed out and disappointed in her for how bland and boring her place is.
She wants to remove the dullness from her room and set whatever mood she wants with whatever color she wants. She wants to add a more modern, sci-fi futuristic spin to her apartment.

Painful Current State

- What are they afraid of? House looking too boring and others disliking it
- What are they angry about? Who are they angry at?
- What are their top daily frustrations? Bright lights that annoy them and are bland, boring
- What are they embarrassed about? Their guests looking down upon them due to boring lighting
- 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? A boring person
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
My room is too dull as it is and i don't want to get up just to turn off the lights. Also my room looks boring with its white light and it kills the mood every time someone comes over.

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?
 They would want to set the mood right with the colour that they want at that moment inside their room and at the proper intensity.
- Who do they want to impress? Guests for good and exciting multi-color lighting
- How would they feel about themselves if they were living in their dream state? Happy, satisfied
- What do they secretly desire most?
- If they were to describe their dreams and desires to a friend over dinner, what would they

say?
I would love it if my room looked futuristic and cool with multi-color lighting that I can control remotely even, and every time someone comes over I would want them to see my room that way and see me as a high-status individual.

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?
- Who do they blame for their current problems and frustrations?
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
They might have tried similar products and had problems with the adhesive or the controller or other things. They might think that buying on price caused it.
- How do they evaluate and decide if a solution is going to work or not? They would test it's performance and compare to other brands, also check reviews
- What figures or brands in the space do they respect and why?
- What character traits do they value in themselves and others? The ability to design your room as you like
- What character traits do they despise in themselves and others?
- What trends in the market are they aware of? What do they think about these trends?

Where are they now?
Their room has boring lighting and they want it to look cool, and futuristic with whatever color they want it to have. They are tired of the same boring old lights and they want something exciting to set the mood for themselves and for their guests.

WHAT ARE THEY THINKING?
They think that this problem is annoying to them and they would like to fix it. The product is a mid-high ticket product and it is easy to set up and use while being excellent at providing the lighting that they want, and they do not want to buy on price necessarily.

WHERE ARE THEY EMOTIONALLY/PHYSICALLY?
Emotionally, frustrated and sick of the boring lighting in their house and the way it affects their aura. Physically, tired to get up and turn the lights on which is solved because the product is smartphone-controlled

Where do I want them to go?
I want them to add one or more units of the product into their cart and buy it

What must they experience inside of my copy to go from where they are now to taking the action I want them to take?

Their attention has to be taken so that they listen to the words that I spew. I have to amplify their desires while building rapport with them. Then I show them the solution and I convince them that the product is the easiest vehicle to take advantage of the solution with. Then a CTA to buy the product.

ROADBLOCK:

Keeping them from their dream state is the state of their home's lighting. Specifically, the dull lighting keeps them from feeling relaxed, content and happy with their home. Also keeps them from having a good time with guests.

They are aware of the problem. They might be sophisticated in the details of the product, but we will not include "nerd talk" and geeky specifics on the characteristics. We will keep it simple and talk about the benefits that come with using this product which are being able to control the lighting(color, intensity, shape) to create the aura that best suits them.

SOLUTION:

The solution would be giving their room an alternating aura depending on their mood and applying that lighting at whichever color, intensity and shape/place they want, lighting it whenever they want and controlling the entire operation from their phone.

ANALYSIS:

- ☐ Removed a sentence from the first part because it was not necessary to convey the point and for simplicity's sake
- ☐ Cut down sentences, and removed words for simplicity's sake so that the reader is not bored. The hypothesis is that the copy is enough to stack a final amount of urge on top of the tik tok they watched that convinced them to visit the product page, so that they may buy
- ☐ Not enough status, added more status statements throughout the copy to appeal to the identity and status the customer wants

☐ Switched every mention of "home" to "room" to be more accurate with their desires (most people use them in their room)

VALUE LADDER: People on TikTok who have seen the video and decided to click the product link are directed to this order page with this copy. They can possibly be sold again due to giving us their email if they purchase.

VALUE EQUATION: Perceived likelihood of success should be 100% from when they ingest the free content and their dream outcome should be shown to them to be what they would expect. The effort is zero because setting it up is easy and the price is mid/high (50 Euro). The time delay is stable at ~2-3 weeks.

FUNNEL: After the social media they are directed directly at the product page where they are now, later on might be sold to through emails if they purchase. Or they might see the product on the website when they enter through another light's ad and be intrigued.

The copy: Product page copy for my [client's](#) LED light [here](#).
It has not been tested

The Copy:

How to (easily) **create an exciting and futuristic new look for your room**

Your room is one purchase away from having lighting way more interesting than **every one** of your friend's rooms **combined.**

Here's how it COULD look:

1. **Multi-Colored**: New day, new color! Why paint your room when you can have different color walls at the click of a button?

2. **Exceptionally Flexible**: We're tired of bulbs. How about a *tiger-shaped* light? 🐯

3. **Waterproof**: You're no stranger to style - You even have lights in your backyard! Multi-colored ones of course 😎

4. **Smartphone Controlled**: Control *color selection, brightness levels, and dynamic lighting effects* with the light's smartphone app like a king.

With the **Leon Strip**, all of this can be yours in less than **2 weeks!**