

Note to Copy Aikido Captains: what you should be looking for is below my market research and starts with the avatar on page 8.

100 pushups link: <https://rumble.com/v4bhwrc-100-pushups-for-aikido-review.html>

What Kind of People Are We Talking To?

- Men or Women?

Men and Women

- Approximate Age range?

Middle aged, 35-60

- Occupation?

Business owner

- Income level?

\$100,000, depends on business itself but they are generally middle class

- Geographical location?

Chicago, Illinois

Painful Current State

- What are they afraid of?

- Losing money if issue is that bad
- Losing crucial information on a device, usually if it is a computer that they can't log into or is damaged.

- What are they angry about? Who are they angry at?

- "Lots of them have no idea what they're doing in the first place: I had three separate other professionals come and look at my computer issue prior to Ramiro. All three went down rabbit holes that were completely off base" - perhaps inefficient, dishonest IT professionals
- "Seng was able to completely rewire and hook up our system throughout the house and make it run better than ATT promised they would with their "at home" job." - Big name companies not delivering on service.

- What are their top daily frustrations?

- "I searched for weeks trying to find competent help after my servers were hacked." - dealing with the issue for some time, disrupts daily activities.
- "We have been dealing with these issues for years and no matter how many technicians have come out none of them actually fix the problem." - nobody having answers to drawn out issues
- "I have been having issues with my computer and monitor "talking to each other" for 6 months and I finally couldn't take it any longer. :)" - long standing issue that is irritating. This finally gets to them.

- What are they embarrassed about?

N/A

- How does dealing with their problems make them feel about themselves?

- "Been there...Done that." - annoyed, they feel like they shouldn't have to deal with it.

- What do other people in their world think about them as a result of these Problems?

N/A

- If they were to describe their problems and frustrations to a friend over dinner, what would they say? "One of our computers just decided to randomly give up on me. It has valuable information on our operations but I can't fix it. I need a professional to come in but without bringing in someone who can't fix it"

- We need help setting up computers
- I have to do all the plugging in myself
- Our server room is a disaster
- It takes them forever to respond to an issue
- I feel nickel and dimed all the time with onsite fees
- I just need someone to come to our office and help
- I get charged every time someone comes on site
- I don't have any local support to swap hardware

- Taken from an On-Site IT support company

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?

- "I wanted to find someone reliable, knowledgeable, economical, and trustworthy, to come to my home and take care of my computer needs." - having an honest technician who is going to fix their problem, fix the problem with a low cost
- "He was able to clearly communicate remotely what needed to be done and my **network** is up and running." - network fixed and back to the way it used to be.
- "Had my laptops fixed and back in my hand in no time." - Something valuable like laptop fixed in a very short time so they can go back to previous activities
- "My internet is now faster than its ever been before and he's even been texting me after to make sure everything is working properly and just helped me out with an additional issue I was having." - if applicable, faster internet than before and feels covered by IT service provider.

- “He set up our **network** with Asus routers and an at&t modem that mane online said couldn't be done!” - seemingly undoable network issue to be resolved, such as a setup
- “He resolved my technical issues and got my computer up and running to record sessions for a webinar” - business disrupting issue such as broken computers fixed.

- Who do they want to impress?

N/A

- How would they feel about themselves if they were living in their dream state?

- “I consider him my "go to" IT guy now and will be using him in the near future for our Company.” - feeling like they have someone to trust. Not exactly the correct response but still.

- What do they secretly desire most?

N/A

- If they were to describe their dreams and desires to a friend over dinner, what would they say? “I want the computer fixed in no time. If I can get it fixed within the next day that will be great. If the technician is affordable and knows what he's doing that will be great too.”

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?

- “For those of us who lack the time to become experts in computers ourselves, and so we need qualified help and sage counsel when these devices don't perform properly, Ramiro is like a lighthouse in the storm.” - they can't fix it themselves because of time constraints.
- “The drives were in working order the day he came. I am sure it is **a simple fix** if you know what to do about it. I am done communicating with him” - can be easily fixed with a technician, but not by them
- “Our Office Manager was having a battle with our primary printer that once again went offline and refused to come back online, a cost production slowdown.” - costs them money and time
- “Ever since I got the computer it ran like a snail and would constantly give me pop ups every time I tried to google anything. It was so annoying.” - It irritates them.

- Who do they blame for their current problems and frustrations?

N/A

- Have they tried to solve the problem before and failed? Why do they think they failed in the past?

- “I'm a busy working person and the last thing I wanted to do was disconnect my computer and take it to a store who couldn't fix it.” - Some don't even try because of time.
- “I First Called Geek Squad" Then I called NerdsToGo. - tried but could not get it fixed because of low quality service.

- How do they evaluate and decide if a solution is going to work or not?

If the solution is quick and relatively inexpensive. They don't like the high costs through what I've seen throughout many reviews.

- “I am not from around the Kemah area, but my husband is here for work so when I needed my computer worked on, I started googling and came across Nerd To Go. They had really good reviews so I decided to give them a try”- If the service seems trustworthy
- What figures or brands in the space do they respect and why?

N/A

- What character traits do they value in themselves and others?

- “His punctuality, in-depth knowledge, and approachable friendliness set a high standard for **service**. I wholeheartedly recommend his expertise and professionalism.”
- “He responded right away”
- “Gerald showed up next day ON TIME” - Timeliness, because they are business owners with employees

- What Character traits do they despise in themselves and others?

- “It was the extreme lack of communication that was the cause of the rating.” - lack of communication
- “After the installation I encountered some problems. For instance the coaxial cables connectors going to the DVR were too loose causing the image to be distorted.” - lack of technical knowledge
- Also not arriving on time or taking too long to do something. Just about every single review kept talking about the fast service.

- What trends in the market are they aware of? What do they think about these Trends?

- “The IT world is broken beyond belief: lots of snake oil peddlers who don't listen and don't care, and who are only in it to bill as many hours as possible. Lots of them have no idea what they're doing in the first place: I had three separate other professionals come and look at my computer issue prior to Ramiro. All three went down rabbit holes that were completely off base”
- “It's rare to find help these days that's genuine and caring without first nickel-and-diming you.”

Places To Look For Answers:

1. Your client's existing customers and testimonials
2. Your client's competitors customers and testimonials
3. Talking with anyone you personally know who matches the target market
4. People oversharing their thoughts and feelings online
 - a. Youtube
 - i. Comments
 - ii. “My journey” type videos
 - b. Twitter
 - c. Facebook
 - d. Reddit
 - e. Other Forums
 - f. Amazon.com Reviews

g. Yelp and Google Business/Maps Reviews

Specific words, phrases, emotions, pains, desires I keep seeing:

- Professional
- knowledgeable/knowledge
- Expertise
- On time
- Prompt
- Timely manner
- Punctual
- Overall just sharing how great the service was, it was fast and delivered in a commutative way

What I notice about how they come across company, what their Awareness and Sophistication levels are:

- “I selected him on Thumbtack because of all the great reviews and am VERY glad that I did.”
- “I’m not super tech savvy so he’s a great resource to go to when I have questions.”
- “Working from home all the time requires a guaranteed internet backbone just like a corporate office has.”
- “A Tech cleaned up incorrectly wired jacks, found and labeled both ends of ten CAT 6 cables, terminated all with RJ45 and wall jacks, tested and verified all wires.”
- “When my Windows PC decided to give up on me, the stress and inconvenience were, as anyone can imagine, quite significant. Stumbling upon M@ the IT guy through Yelp was a stroke of serendipity.”
- Never had to hire an IT person but after having our computers hacked we needed a professional to give us some piece of mind.
- “Also as we are not experts on computers, I really appreciated the way he explained to us what he was going to do and answered any questions we had in layman’s terms.”
- “Allen was very sharp, personable and not only brought our machine back online but also fixed the underlying problem in the software language causing it to go offline. A permanent fix saving us measurable time!” - enough to understand the problem but not quite to fix the problem by themselves. **Idea, amplify pain by asking if they try to muster up all the things they knew about technology but just couldn’t find the solution.**
- “We are in our 70’s and not “tech savvy” - older people are less tech savvy
- Came across Network IT Easy (competitor) while searching for many others online. NIE responded first and had fair prices. Interviewee mentioned how small IT business are trustworthy because you know the exact same people are behind each call and will get the job done. You know what you are getting with smaller businesses

List of the technical problems these people have faced, and how it affected them:

- “my slow computer and installed a new SSD drive”
- “Ramiro was very helpful in setting up my Wi-Fi router and modem.”
- “He set up my **network** and offered some valuable advise regarding antivirus and backing up my data”

- “He has done all of the following - substantially improved the speed of my desktop, recommended and installed virus protection that didn't eat up the space in my hard drive like Norton or McAfee, installed a new router, activated and connected all my devices, installed an inside HDTV antenna, got my smart TV working, dealt with a difficult/complex printer/scanner connectivity issue, got me set up on an online back-up **service** and more - all for a very reasonable price.”
- “required work to repair an internal phone line at our business.”
- “We needed a couple of ethernet cables strung over a long distance in our warehouse and offices”
- “I needed home office remote/connection and set-up”
- “I was struggling to problem solve my WiFi issues.”
- “A Tech's helped us clean up a cat cable mess created by builder's electrician in new home.”
- “We needed help with our wireless **network** and router. “
- “He set up our **network** with Asus routers and an at&t modem that mane online said couldn't be done!”
- We own and operate a 48,000 square foot gym with concrete walls run throughout, making it difficult for Wi-Fi signals to reach every corner of our facility.
- “One day I came in to work and ALL of our IT equipment had come tumbling down from where it had been mounted on the wall. Frayed wires and big heap of equipment lay on the floor.”
- “If you have experienced a hardware failure in your office, you probably understand that calling somebody on the phone is a slow and tedious way to resolve the problem.”
- “I needed help with wireless security cameras. They would take awhile to boot up and would constantly go offline.” - faulty security camera are a big networking issue I have seen with my client

What they liked about the outcome of the service produced:

- “Saved me about 2 weeks of time and for over half the price.”
- “Thank you so much Ramiro for the fast response and amazing job you did in getting our computer up and running again”
- “He came to my home in the late evening as soon as he saw my texts asking for help (my computer was needed badly for a time-sensitive affair at work): 9:30 p.m. he showed up and worked diligently and expertly on my issue. He took my computer and returned it good as new the next day.”
- “Within an hour, Ramiro fixed my WiFi issues, cleaned up unknown PC malware and provided me tips on ways to keep my PC operating efficiently and how to better troubleshoot.”
- “Ramiro is very attentive and considerate to all my business needs. He's professional and always provides realistic expectations and feedback when requested.”
- “I called the technician and he was at my place in less than an hour.”
- “He responded right away”
- “Working with Biz-Focus has allowed me to expand and scale my business”
- “Mr. Lee and his team made sure I understood what they were doing and why they did everything.”
- “Optimized my connectivity and search options and made sure all of my essential programs are updated to the most current version”
- The wiring was professionally done (neat wiring and labeled)

- In the end, the cost came in under the quoted estimate and I couldn't be happier with the results.

What I specific needs I can target:

Designing and implementing functional networks Configuring, managing and maintaining essential network devices Using devices such as switches and routers to segment network traffic and create resilient networks Identifying the benefits and drawbacks of existing network configurations Implementing network security, standards and protocols **Troubleshooting network problems**

Characteristics of these people:

- They seem to love fast service
- Service was exactly what they wanted in mind, fix the problem. Some even liked how communicative the technicians were with them.
- They never have the experience or knowledge to competently set up a network or fix a device
- They also love the idea of working with the technician on any future problems.
- They judge IT on how trustworthy they seem on the outside first. Then they test out the service to anyone who can fix the problem the most effectively and in a timely manner

Awareness and Sophistication levels:

- They seem to be problem and solution aware. The problem is that they have an issue with one of their business devices such as computers, routers, access points. Literally anything. This does make it difficult to rest on a certain pain. However, a desire is very clear cut and is less likely to impede my writing. The solution is to hire a competent IT technician who will respond quickly and make arrangements quickly. However, they are not aware of my client's company nor the value that his On-Site IT support will give them.
- Sophistication levels: They only have a general understanding of technology, what devices are called, what cables are installed within their network, things that most people will be able to understand about technology. I'll probably have to use words like "router", "connectivity", "cables", "software", "equipment"

1 - Name, age and face.



Larry R, 50,

2 - Background and mini life history.

Larry R owns a medium sized used car dealership in the greater Chicagoland area. He had worked his way into ownership by taking business as a major in college and took out a loan. He now runs it alright, but his technology is outdated with 10 year old computers, routers, and access points. Anyways, he has a wife and college aged children so now he lives with just his wife who helps him run the dealership. He is very busy and the only person who keeps his network running okay is one of his best employees.

3 - Day-in-the-life. Larry wakes up at around 7 to shower and eat breakfast. He arrives at the dealership by 9:30. He spends his day running the dealership using unknowingly outdated and unreliable technology. He manages his shop's finances and arranges for more used cars to be brought in. He works with his 5 other employees making sure they get their tasks done on time and with quality. During the hours he works he is professional with customers. He gets back home at 6 and scrolls on his phone for some time and then eats dinner. He watches TV and goes to sleep for another day

4 questions:

Who am I talking to? Who is my avatar?

I am talking to small to medium business owners who are struggling with Wi-Fi connectivity issues. They have general knowledge of their problem and how to fix it but it isn't enough. People like Larry R. love being professional and quick with their work, and so they project the same expectations on others, and since they feel like they have no time themselves they want it fixed quickly.

Where are they right now? What are they thinking/feeling? What part of my funnel are they in?

Right now they are on their phone in their office thinking of what IT service provider will get their Wi-Fi up to speed with the fastest with fair prices. They are in my sales funnel but more specifically in the part where they become aware of my client's product, that being their IT

network support. I am planning to post this copy on LinkedIn and or Facebook. They are feeling an emotion of annoyance and frustration. Now is the time to get a professional involved.

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 click on the link shown in the ad. This will bring them to my client's professional looking website.

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 are the steps that I need to guide them through to take them from where they are now to where I want them to go?

They need to experience a sense of "aha, here's someone who knows what they are doing", which is an effect to describing their situation perfectly. They are a small business who envisions very fast wifi so that they can get to work reliably, access work information on cloud-based tools, fast file sharing, etc. They need to be intrigued because of this and then realize that they can even have someone maintain and monitor the network.

First, they need to first be scrolling and searching within Facebook and LinkedIn to get in contact with an On-Site IT support service, they will see my subject line appealing to the opportunity to increase work productivity by improving their wifi. Since they care about their business, this not only appeals to a technical need but for something much higher on the maslow's heirarhcy of needs . Next, I will ask them what would the fastest wifi look like in their business. I will introduce and connect the next idea of getting work done with lightning speed, less sitting around waiting for the line on top of their screens to hit the edge of the monitor, and happy customers. This will amplify the reader's desire to have their Wi-Fi issue fixed as they are not experiencing this dream state. Then that's when I ask who they think will give them that outcome, I believe this incites curiosity as it teases their imagination. I will then flow into a description of what the perfect IT technician is: a reasonably priced, knowledgeable, professional, and quick technician that gets the job done. This appeals to all the qualities SMB owners want in an IT technician while using adjectives that match with 3 of the 4 elements of the value ladder: reasonably priced-effort/sacrifice, knowledgeable-perceived likelihood of success, and time-delay-quick. The reader will be amazed by how understanding my client is, and believe that my client is that IT technician. Then that is when I make the offer: If the owner is tired of frequent drop in Wi-Fi connectivity and is willing to hire only the most experienced technicians, then they should click on the link to begin improving their business and start increasing productivity. This will drive Larry to begin contacting my client to check out their experienced, fairly priced and quick service. All they want from an IT company.

Best Practices before I write:

- Under 150 words
- Lines flow together through ideas
- Not more than 2 lines in one paragraphs
- Don't separate idea together

- Everything you say has to capture attention, build curiosity, amplify desire, have visual/kinesthetic language,

Copy:

Are you tired of sluggish WiFi ruining your work productivity?

If you are, then think of what the fastest WiFi would look like in your business.

Do you think of the loading bar FLYING across your screen as you move from task to task at lighting speed? Less groaning customers? A more reputable business?

Most importantly, think of the perfect IT technician for the job.

Is he the first to reply to your message? Does he have decades of experience? Does he get your Wi-Fi running as soon but best as he can?

If you've had enough of twiddling your thumbs and want only the most competent IT technician to save you time , then click here to discover what professional IT should be.

Personal Analysis: A day after I wrote up the first draft I noticed that the SL was focused too much on the technical aspect of the solution (fast, affordable way to fast WiFi) so I decided to change that by adding the repercussions of slow Wi-Fi, that being the decrease of productivity. Then I noticed there was a bit of tension when I asked the reader to think of the perfect solution to slow Wi-Fi as I said "First off:" to introduce the engaging task for the reader. I then noticed that my visual language was off what I said: "Did you think of less time sitting around watching the bar go across your screen? High productivity? Happy customers?". I realized there were better ways to reword this and make it more succinct. My question is: Does this properly convey desire to achieve faster Wi-Fi? I made sure to include the idea of happy customers and reputable business to make an effort to go higher on Maslow's hierarchy of needs.

I'm also having trouble with making the solution appeal to the 4 elements of the value equation. To combat this I decided to sit down and have a brainstorm session that consisted of my writing down different ways to introduce a solution (knowledgeable, fairly priced IT technician) with one sentence and aimed towards perceived likelihood of success, effort/sacrifice, and time.

Current State:

- Right now they are having issues with slow Wi-Fi. It is too slow for them and they are frustrated at how costly it has been for productivity
- They believe that the issue is too confusing and complicated to solve by themselves.

- They have now understood that in order to get the faulty Wi-Fi up and running they have to outsource the problem to an IT professional

Dream State:

- They want the annoying issue fixed so they can go back to normal and keep working on running their business. Deep inside they want an improvement within their network.
- They want an IT technician who will come in fast, within a matter of hours or day to come in and fix the connectivity while respecting the technological needs of the business.
- They would like to pay a fair price on the job. They don't want sneaky IT technicians who try to drag on the hours for extra pay.

Roadblocks:

- Obviously the crap Wi-Fi they have is slowing down their activities.
- They are wary of different IT service companies such as Geeksquad who don't have considerate solutions that respect the workplace of the business. The IT world is full of people who just don't know what they are doing.

Solution/Mechanism:

- A well respected and loved IT technician who has gained the trust of other customers. They don't want to spend time and money hiring someone who will get nowhere with the issue.
- He will come to the business very quickly. Time is key when it gets in the way of conducting business
- The service should be at least a fair price. Businesses don't like paying a lot for IT support so someone who is reasonably priced will have their business again if another tech issue such as a failed server or cable replacement/installation is needed or occurs.

Product:

- My client offers a knowledgeable service. He has experience in many realms of IT such as network support, cybersecurity, remote desktop support, firewall configuration and installation, VPN installation, and IT consulting
- My client's response times aren't usually within 24 hours. He schedules an appointment immediately however. He says the range of response times vary.
- His hourly charge varies from job to job. This will make difficult to play effort/sacrifice within my copy
- My client is a one man company. He is the only person within the company so his business is small.

Value Ladder:

- My client offers a medium ticket item with his fee being above \$100 per hour.
- If he does a great job at communicating with the customer and provides cost effective solutions, then the customer will go back to him if they ever run into a problem again. They may even need managed IT services if they feel that they need a company to take care of their technology for them.

- Some jobs that take up hours upon hours of time to fix like a cabling issue or installation can be a high ticket offer. If a business ever needs new equipment installed then it may cost them more than a thousand dollars. Someone who uses my client's network support service may choose to use his installation services in the future.

Value Equation:

- Dream Outcome: Getting the piece of Wi-Fi running beautifully so that they can experience massive change in the speed of their network which affects the speed that work gets done. They may even have an IT professional to have maintain and monitor the network knowing that my client's status as a small business means that the high quality of solutions are consistent
- Perceived likelihood of success - My client, using his varied expertise in the field will ALWAYS provide a cost-effective solution. He has never come across any problem that he couldn't fix with patience and communication.
- Effort/sacrifice - can't speak too much on this but he prices his services according to how much coordination and time it will take to fix the problem. For a simple device malfunction he can do this easily and therefore charge low.
- Time delay - The customer's complaint will be scheduled immediately. The company will schedule the 'soonest available'. As a side note his response times are quick, but scheduling can vary at times in which he is busy.