

Winners Writing Process Tactics

Truly understanding your reader and matching where they are now

Full WWP walkthrough - LDC#2 - 27:52:

We have to figure out WHY your market is where they are.

Asking why people do what they do is foundational to copywriting.

If we write copy with unknowns, there could be critical errors.

Where are they now?

Step 1: Figure Out Market Awareness

“What’s in it for me? Why do I care? What dream state will I get?”

Step 2: What are the roadblocks this market is facing?

Why is the [product] relevant and valuable to the market?

We need to branch far beyond just information. Most people need VALUE.

Copy needs to be about THEM THEM THEM

No one wants to be an expert - they want to solve their problems.

Step 3: Tease the mechanism!

“How do I fix it?”

Tips and Tricks with specific examples - provide value!

Step 4: Product

How do they get to where they want to go, FASTER?

Everything needs to be connected AND understood BEFORE writing copy.

Humans understand their problems the same way:

Where do I want to go?

What’s stopping me?

What’s the solution to that roadblock?

What’s the product that provides that solution?

This needs to CLICK.

Describe their Current PAIN and Future DREAM state.

Set their Awareness Level is through the lens of WHAT you're selling. Are you selling the click, or the product, or a lead?

What is their Sophistication Stage?

A mechanism play resets the Stage to 3

Will they buy?

Current Desire?

Belief in idea?

Trust?

What do I want them to do?

Be specific and align step-by-step what you want them to do.

Stop the scroll? View Ad? Click CTA? Read Subject Line? Read Email?

"What's in it for me?"

What do they need to see / feel / experience in order to take the action I want them to, based on where they are starting?

CATCH attention

Give them a reason to [What do I want them to do?]

Show them WHY they should [What do I want them to do?]

Amplify Desires / show NEW problems / build and tease curiosity / Crank trust and authority / CTA

Matching Every part of your copy to the customer's internal self-dialogue - LDC#6 - 3:54:50:

There are two perspective

Product - What you think

Demand - What they think

You need to enter the conversation that happens inside their mind!

Your copy should match your customer "Where are they now?"

You can't GUESS what to say.

"What are the questions they're having in their mind?"

What is the first question they have in their brain?

Minimize objections as they come, don't bring up anything that doesn't need to be.

If you open doubts, address them QUICKLY.

Mapping out EVERYTHING the reader has experienced from your brand up until now - LDC#5 - 09:10

"What have they experienced up until this point?"

This affects "Where They Are Now" (Market Awareness)

If we don't know WHO we're talking to, it makes it very difficult.

We have to FIND the GAPS.

We need to know WHO the target is, specifically.

Check out Facebook, Instagram, Reddit.

We dive into the details and make sure all the pieces are connected, correctly.

The more you can immerse yourself into the experience of the customer the greater your understanding you will have in capturing the "right moment" for intercepting their thoughts and "joining" their internal conversation.

How to match the tone to your avatar's perspective - LDC#5 - 1:09:50

Put yourself inside the mind of the reader. Do they really want to feel that feeling or experience that experience? Run the simulation and understand your market in depth. If they're feeling good, BOOST that. If they're feeling bad, make them feel GOOD.

Understanding how they are trying to solve their problem now via your competitors so you can stand out - LDC #14 - 29:22

A misconnect is a missed sale. If your target is looking for A and you're selling B, they don't care.

Needs are met by products. On their journey, there are problems and challenges.

WHEN you plan on targeting and what part of the process you can help them with.

Where does your product fit in their journey? This goes back to Where are they now? And Where do I want them to go?

How to answer “What’s in it for me” in your first sentences - LDC#2 - 19:35

This needs to be the FIRST question you answer. This is how you connect and resonate.

Understanding differences of awareness and sophistication based on funnel type - LDC#4 - 33:00

Active searches are normally Stage 4 or 5

These people KNOW about what they’re searching for. They ARE solution aware.

Passive ads are normally stage 3, maybe 2

These people are problem aware

Your copy needs to properly reflect which “flow” you customers are coming from (active / passive)

The WWP is the same, however you skin the cat.

You can’t combine both audiences, because there is an immediate disconnect.

“Who am I talking to RIGHT NOW?” (with this part of the funnel) What PART of your market?

Understanding your b2b buyers and what they care about so you can catch their attention - LDC#7 - 2:10:30

Businesses are people, too. They are influenced the SAME way.

They might be used to solving their own problems.

Pretend you’re the owner, ask yourself the objection questions.

Sales email outline, based of awareness levels and roadblock/mechanism/product continuum- LDC #15 - 2:28:39

Paradoxical question → Connect with Dream / Pain → Tease the “complicated” mechanism → Dream State, Dream State, Dream State → here is my product.

Think of this email through the long form sales outline and the WWP! Leverage the Roadblock, Solution, Product continuum. Use simple baby metaphors. Get them to 100% certainty.

Understanding the different sub segments in your audience - LDC#7 - 2:33:00

You need to **STAND OUT** - Target your market during their “Buying Window”. Find out when your market goes through the PAIN state and time your outreach specifically.

Your market might ALL have the overarching problem, but they might care MORE about 1 or 2 specifics of your problem.

It may be wise to TEST ALL problems by niching down your ads. Hit different pain points.

Understanding “tactical desires” and finding your USP -LDC#8 - 14:57

There are meta desires, like growing 100x, but you need to SHRINK those focuses.

Daisy-chain those dreams all down to the next solvable roadblock. What is their SPECIFIC problem that you can solve?

BIG problems may have A LOT of causes, but if you niche down to a smaller roadblock, there may only be a small amount of problems.

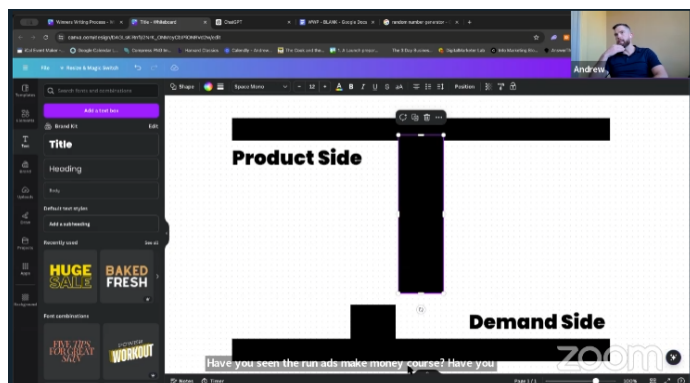
How does your product differ and why is it better? If you have clients, ask them WHY they chose you and leverage that.

Verifying Product Market Fit (Diagram) -LDC#6 - 14:16

Your Product and your Demands need to MATCH.

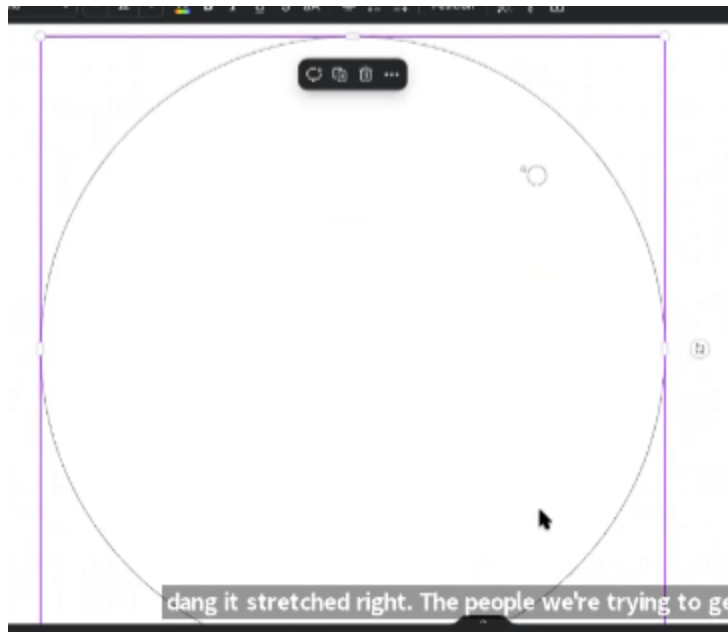
Find an observable demand and dig into it. World View, financials - does your product fit?

The foundation is the product - are Top Players selling something similar?



THEN TEST! (run ads and make money)

Understanding total addressable market and how to target them (diagram) - LDC#6 - 1:22:55



If you send ads to EVERYONE, you're going to hit 99% TRASH.

You need to be specific with your ads so you're not wasting money on empty space.

If your Addressable Market is miniscule compared to Total Market, ACTIVE ADS are key.

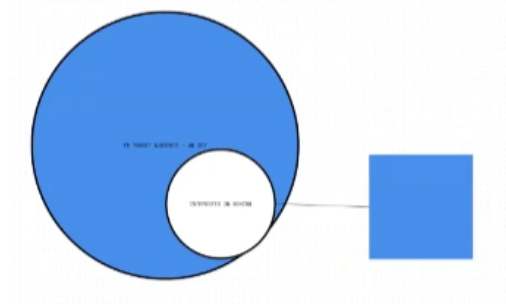
If your addressable market is comparable to the total market, PASSIVE ADS are key.

Test, test, test, test!!!!

Picking the right market to target -LDC#6 - 1:50:00

You always send your ads to MORE people than those who may actually need it. The ad will never match 100%.

But you still want to target your market specifically!



You can target NARROW and base your ad around that.

Talk with your client and their customer and validate your assumptions!

Identify and demolish their biggest objections - LDC#5 - 52:56

Get in front of objects and confront them. Answered questions lead to sales. Demolish roadblocks and pave the way to their dream state.

Writing with AI

Use AI to write effective copy walkthrough - LDC#2 - 1:06:05

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Easy Chat GPT prompt everyone should use to remove friction from all copy - LDC #14 - 1:27:07

Using Chat GPT to go through winners writing process and create first draft of copy - LDC#4 - 1:42:36

Using Chat GPT to write video ad scripts and meta ads (entire process of using AI)- LDC#6 - 2:43:15

Other WWP Tactics

Why and how you should get your major copy reviewed before sending it to your client - LDC #15 - 39:00

Make your copy something they can “visualize” in their mind for max desire - LDC#4 - 2:02:05

The importance of modeling multiple top players - LDC #15 - 1:24:25

Combining multiple roadblocks into one “mega-roadblock” - LDC #15 - 1:46:00

How to make an info product more valuable than just watching YT videos - LDC #15 - 1:54:28

How to make products that take a long time to work more attractive - LDC #15 - 1:58:36

How and why you should manufacture a scarcity play when launching a new product LDC #15 - 2:08:00

When you might not use a full hero’s journey story to introduce the mechanism - LDC #15 - - 2:33:00

Reverse psychology email - LDC #15 - 2:38:00

How to ethically create a fictional hero's journey story - LDC #15 - 2:53:30

How to position the OTO upsell for max conversions - LDC #15 - - 3:02:57

How to use the guarantee to increase perceived success rate of product - LDC #14 - 2:14:07

Actual standard for your design plus how to finding the right top player to model for your landing page - LDC #13 - 1:40:00

How to split your time and focus between two possible target markets - LDC #12 - 7:39

Creating the perfect "intro offer" to attract new customers - LDC#10 - 1:30:17

Making the first thing on the page match what they are looking for - LDC#7 - 20:45

Selling the sales call in b2b lead gen - LDC#7 - 2:17:57

How to increase open rates via better SLs - LDC#7 - 2:58:20

How to not accidentally sell against yourself with your copy -LDC#6 - 3:59:20

Matching SL to content + increase their “intent” - LDC#5 -37:42

Subject Line needs to be SPECIFIC in order to match the clients’ conversation.

It needs to trigger the idea. I can use the product, I can go on the trip.

The more specific you can make your copy, the more you can make it trigger an actual image in their brain. This is HUGE.

How to use specific immersive sensory content to sell the dream and experience - LDC#5 - 45:12

Your words need to have MEANING. They need to create a movie in the reader’s brain.

A sequence of events, frames, scenes that lead the reader from A to Z

Shift from vague to MOVIE. Give them a TASTE of what you’re selling. Use FEELINGS, not words.

How to not break the trust with the reader - LDC#5 - 1:07:26

When you use words, they have meaning. If you run a sale that lasts forever, it’s not really a sale. The word “URGENCY” has a heavy meaning, so it should be used lightly.

Especially at the beginning of the email, if you break the reader’s trust it lessens the chance of this sale and ALL future sales.

The importance of making a simple outline as part of the WWP before writing - LDC#5 -1:16:00

Think about each step and exactly what you want to happen. The flow for your copy should mimic how they see, feel, and experience.

Following the WWP outline is KEY. It's the literal cheat code to good copy.

Finding multiple top players to analyze on IG - LDC#5 -1:49:03

Make a list. Standards and non standards, challenge. What are Top Players doing differently or better than your client?

Ways to boost trust via social media content (even b2b)- LDC #3 - 03:01:30

Simple Social media funnel - LDC #3 - 02:53:55

Planning ideal new offer for customers - LDC#2 - 32:56