

Prospect: Trading Mentor

Pains: I've seen that, in the financial field, they lack marketing content etc..., Plus I have seen a post of his, and it's not really a great thing to make the reader click.

FV: to help them overcome this, I think about rewriting an IG caption to make them go to his trading academy.

SL: Important note about your Day Trading Academy

Hi Lee,

Despite all the Day Trading content on my Instagram feed, yours with "600 in 2 minutes" written in bold really caught my attention and made me pause my scrolling, about Raj making 600 dollars.

I really appreciate your way of capturing your audience's attention in this post.

As I went through your page I discovered that you have a Day Trading Academy that started recently, the "STARTS AT 8 PM" thing really felt like an urgency.

In this same post, I've seen an interesting way of emotionally pushing your audience to take action.

To show you the way I see it, I wrote down an Instagram caption, as a practice, that you can try out.

If you like my work, I have more ideas on how to implement this method to make your audience purchase access to your successful Day Trading Academy. (Make a movie inside their head and connect with their pains and desires)

All the best,  
Victor

FV : IG caption (PAS)

Research :

Target Market: People that want to change their life with day trading

Avatar: Chris is in his early 30s, he works a 9-5 in an office but deep inside he wants financial freedom, so Instagram suggested content about making money, Trading caught his attention because of its number of advantages, he is already trading but he doesn't make enough money to quit his job. Each day he says goodbye to his wife and sons to go to work with his Toyota. Once he arrives at his office, the day is loooooooooooooooooong for Chris, but it's cool he has his friends, "maybe" he will get a "raise" to finally pay back his house. Then it's time to go home and his kids want to play with him but he is too tired of working all day for not so much, sometimes he trades, but sometimes not, so he watches TV, eats, and goes

to bed. It repeats itself every day. He believes that spending time with his family is the most important.

Current state: He works hard for not so much, and because of that he doesn't see his kids a lot. Waking up and driving to his job every day, he is scared of not being able to pay back the house, he is thinking about tomorrow and the fact that it's the same every day, he also thinks about escaping this cycle with trading but he thinks it's impossible with his job. The job I "hate", being miserable, then retiring and exiting life possibly soon after and not getting to enjoy life. His kids are not seeing him as the superhero model he has to be as a father. His wife noticed it and she feels sad.

Dream state: Chris took has made a trade in the morning, gained 600 dollars, and then enjoyed the rest of the day with his wife and kids. His kids would finally see their father as the best father in the world since he has all the time in the world, which makes him happy and makes his wife happy at the same time, his old colleagues may be jealous or very proud of him. If he has made the change, he would feel less stressed about waking up and driving to the office, and he would feel more free since he works from home, and also less fatigued. flexibility, trade full time, I have a wife and two little kids that I want more time with, Once I found trading and started making more money than my job I want to have at least 200K from trading before I quit the job I hate. Chris is making a solid living from trading.

Roadblocks: Chris thinks that with his current job, it's impossible to make a solid living from trading. His time is limited to learning such a complicated skill as day trading.

Solutions: He needs guidance in the learning process of day trading, a mentor, and a well-constructed course.

Product: It's a day trading academy where Lee, the tutor, will show them the best day trading strategies to make his audience change their lives.

Pains:

- Chris feels trapped in his 9-5 job and wants financial freedom through trading.
- He is not making enough money from trading to quit his job yet, which is causing him stress and frustration.
- His long workdays leave him tired and unable to spend quality time with his family.
- He is worried about not being able to pay off his house.
- Chris is concerned about not being able to enjoy life and spend time with his family while he is still able to.
- His current job is not fulfilling, and he feels miserable.

Desires:

- Chris wants to achieve financial freedom through trading so that he can spend more time with his family and enjoy life.
- He dreams of trading full-time and earning enough money to support his family.
- He wants to make at least 200K from trading before he quits his current job.
- Chris wants to be seen as a superhero model for his kids and a supportive partner for his wife.
- He desires flexibility in his work so that he can spend more quality time with his family.

IG post : (PAS) They have to go to the sales page

How to QUIT your boring 9-5 in ONLY 6 Weeks 📌:

When you drive in your Toyota to your office, do you think that's the choice of a financially free man?

The choice of someone that has enough money to stop working with some trades in the morning, enjoying the rest of the day with his family, and playing with his sons in the garden while his wife is cooking a tasteful meal.

Imagine this man's pride when his kids say "That's my dad" or "My Dad is my superhero".

Do you think THAT man would choose to go to his job in a Toyota?

Of course not.

That's the choice of someone **NOT** financially free, **NOT** trading full-time, **NOT** able to spend quality time with his family.

If you are tired of making that choice every day, discover the 3 simple lessons that made a plumber quit his job for Day Trading.

*Yes, want to learn how to make more than 500 dollars a day in ONLY 6 weeks from a professional Day Trader. (Available until 8 PM)*

Lessons learned:

Tease the mechanism in your CTA, and Use proper short form copy, PAS is for people OVER the edge.

Tell a genuine reason why in the compliment.

Tell them WHY they need this, not what they MUST do, it's repulsive.