

# Agoge Mission

## **The problem I'm facing-**

I still don't have a client. I've been inside of the copywriting campus since the 29th of October, 2023.

## **Factory line-**

First, I must be competent in my skills. This must be ensured by going through levels 1 and 3, along with the empathy course, constantly to revise what I learn.

Next, I must be able to find good prospects. This can be achieved through identifying the existing customer base and ongoing product sales.

Then, I must be able to personalise a solution to them. I must find out the owner's name and their roadblocks from an outsider's perspective.

Up next, I need to decide on the best medium for outreach. Email? DM? Cold call? Afterwards, I must think of an enticing way to hook them with the subject line and hook. This can be achieved by using their name and giving them a reason to read without selling something to them.

Next, I must be able to tell them what's in it for them along with the benefits, without trying to sell something yet. The objective is to get a sales call. Also, I must talk to them like a human would.

Lastly in the initial outreach, I will give a clear CTA with the next steps to get a sales call.

On the sales call, I need to identify their problems, assure them that I can solve them, qualify them, and plan a discovery project. Once I've answered any objections, I will walk them through to the next steps and get started!

## **Why-**

Could it be that I'm not a competent copywriter? Why haven't I submitted into copy review Aikido channel before? Why haven't I made more recent pieces of example copy to add to my portfolio? Problem identified - I must spend time writing example copy for REAL BUSINESSES and submitting them into copy review aikido.

Could it be that I'm not personalising it enough? Even if I use the name of the company, I'm not teasing a solution specific to them. Problem identified - I must allude to a specific problem of theirs I've identified without lecturing them.

Is it because my hooks don't pique their curiosity? They use the owner's name - but do they provide a reason to read? Problem identified - I need to strengthen the WIIFM (What's In It For Me)

Maybe I'm not emphasising the benefits? Why aren't I using PAS? Arno has taught me to use it, and Andrew has taught me how to write PAS emails. Problem identified - identify a problem, explain the implications, and solve it.

What about the CTAs? Do they give clear next steps, qualifying the prospect and enticing them to hop on a sales call? Problem identified - I must give them a reason to give up their time.

#### OUTREACH TASKS NOW:

- Write a piece of copy for an existing company. Submit it to the copy review Aikido channel and follow all the steps to get it reviewed by those better than me.
- Find out the owner's name, tease a specific problem I've identified with them
- Hook them with a reason to read
- Use PAS to explain the consequences of their current actions without lecturing them and then allude to a solution.
- Convince them to give up their time to hop on a sales call.
- Go through Level 4 + Sales Mastery for the actual sales call.