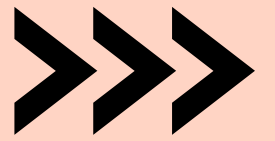




Lessons from
"The
Breakthrough
Advertising"
by Eugene
Schwartz

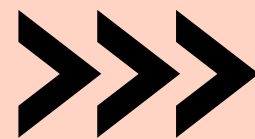




aka...

**The holy
grail for
conversion!**



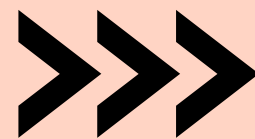


Identify
&

Navigate

Through the
5 Stages of
Awareness





Unaware
Problem Aware
Solution Aware
Product Aware
Most Aware



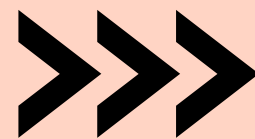
Each stage will help you craft messages intended for the right people at the right time.



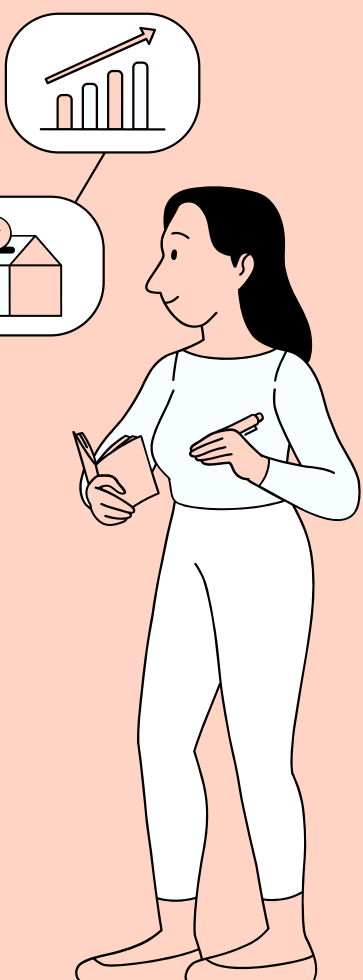


Understand The Market Sophistication of Your Audience



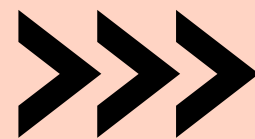


Stand out in a
crowded
marketplace.

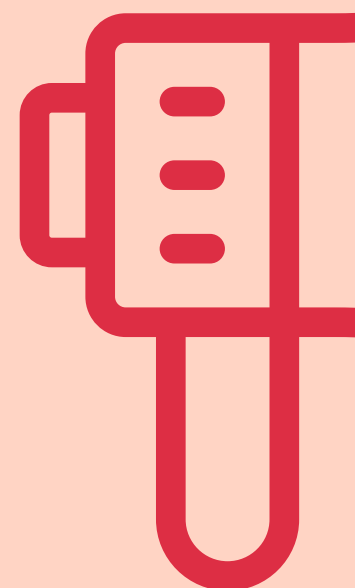


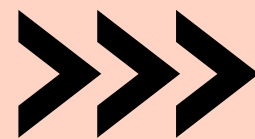
And craft
messages that
resonate deeply






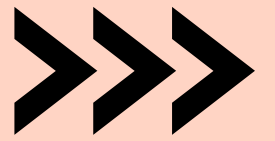
**Tap into
Desire
and
Instant
Gratification**



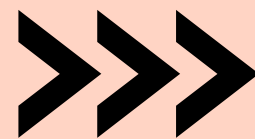


Both create a
compelling
sense of
urgency
that drives
conversions 





Introduce a Unique Mechanism



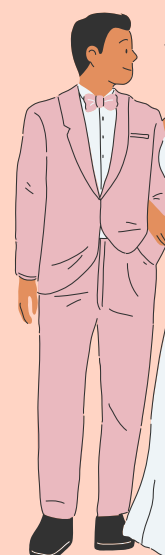
The "**how**" behind your product's promise.

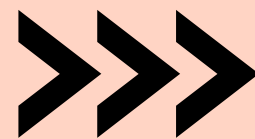
This sets your solution apart and **positions** it as a **must-have** for your audience.



5

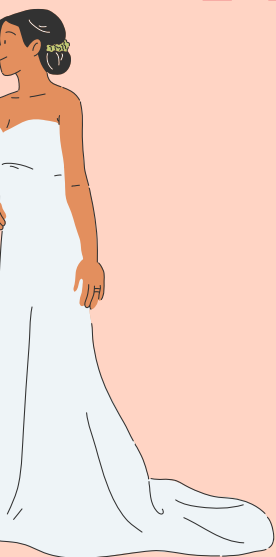
Craft Headlines and Hooks that **Stop** Your Ideal Client **Mid-Scroll**

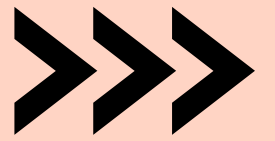




Marry a **powerful**
headline to an
irresistible hook.

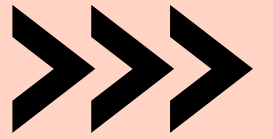
This can **captivate**
attention and lead to
higher engagement.





Refine Your Market Sophistication

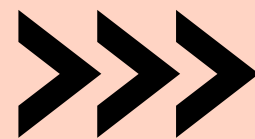




Most Aware Problem Aware Unaware

*Tailor your approach and
message to each group and
watch your conversion
rates 🚀*

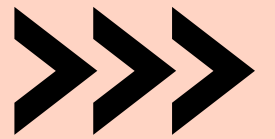




Become the Only Solution.

*Be the superhero with
the coolest power that
everyone wants to be
friends with!*





TL;DR

-  **Identify and navigate through the 5 Stages of Awareness**
-  **Understand The Market Sophistication of Your Audience**
-  **Tap into Desire and Instant Gratification.**
-  **Craft Headlines and Hooks that Stop Your Ideal Client Mid-scroll**
-  **Introduce a Unique Mechanism**
-  **Refine Your Market Sophistication**
-  **Become the Only Solution.**





Hey Friend.

Thanks for making it this far.

I'm Darina a copywriter on a mission to help purpose-driven businesses maximize their impact.

One last step..

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