

## “The P2 Ad Formula That Attracts Affluent Buyers.”

LEVEL 1 - Empowerment (Category / This is what most coaches advertise and why most fail.)



LEVEL 2 - Female Empowerment for Women 40 – 60 (Demographic – Getting more specific for target audience)



LEVEL 3 - Who Feel Stuck (Concept Problem That Needs Fixing. Again many coaches use this level which doesn't work)



LEVEL 4 - Who Feel Life Is Passing Them By and They See No Way Out (Feeling Problem. This is better.)



LEVEL 5 - Can't Sleep And Yearning For A Better Life. (In the Dentist Chair Pain / Bleeding Neck Pain)



LEVEL 6 - Tried Podcasts, Books, Talking To Friends (Emphasize past failures, understanding, therefore needing you!)

**How I went from living on my sofa, eating Haagen Dazs and watching too much Netflix (and feeling like crap because I know my life could be so much better) to rediscovering my purpose, my inner joy, and my mojo without listening to another podcast, documentary or reading another book.**



This strategy allows you to speak to your prospects in a way that communicates. Remember, you want to meet your prospects at the conversation they are having in their head. People pay more to get out of a painful situation than to get into a better situation. Fear of Loss is stronger than Thought of Gain. This copywriting work is challenging for many coaches, however, in this current over saturated coaching environment, it is the only messaging strategy that consistently works.