

## **Pain is a mirror**

Why people buy anything and why they don't.

People want something new, fundamentally get rid of a problem or pain they have, replace it with a vision of a future they're excited about.

Businesses typically sell:

1. Products
2. Services
3. Education

Pain is a mirror = whenever you're writing about someone's story, ask them:

Do you have this pain?

Would you like this benefit?

Do you want it in this specific niche way?

You've tried it before and it hasn't worked?

Make sure they answer YES to every question.

Unique mechanism = make your product new so that even if the customer doubts your product, in this way, this is your answer to their problems.

But

There's one more step,  
it has to do with their self-doubt,  
has to do with self-esteem.

They're lacking self-confidence.

Even if they feel that they have an opportunity, they may have given up on themselves, and the pain they have is like a mirror, they feel bad about themselves that they haven't been able to solve the problem on their own.

Why don't we want to acknowledge our own faults?

Sometimes it's easier to just ignore the problems.

Often, they'd have gotten to a point where they've given up.

You want to put the blame on something or someone else.

Ultimately, it's not your fault → education, society, maybe your parents.

Fundamentally we know that we're responsible for our own lives.

To get someone to believe this, they have to get a small win. You gotta give them a psychological out.

Don't beat around the bush:

"I know that you might doubt this, you just accepted defeat, the truth is, it's not your fault"

The reason why you haven't been able to accomplish what you want is because someone -or something- else has held you back. And I want to offer you a solution.

Become the guide on their hero's journey into a better version of themselves.

The deep psychology of everything that we do is all the same.

Bring people in, make them feel that even though they have this pain, it was never their fault, the problem is that everyone else didn't have this unique mechanism.

Questions:

As a copywriter, are you the hero or the guide?

What is the best way to address a customer's lack of self-confidence?