

★ Landing page Copy★

Know how to date better despite your shy nature...
**Get FREE Workshop To Overcome Your Fears and
Date Your Dream Girl**

Name

Email Address

[Get Instant Access](#)

Silicon Valley's Dating Coach Expert

In this *FREE* Workshop, you will:

How Shy Men Can Succeed in Dating



- ♥ Find out how to **confidently approach women**
- ♥ Learn how to date with the **right mindset**
- ♥ Understand how to overcome your **fear of rejection**
- ♥ Know what you need to do to **start the conversation and win your dream girl**

(visual Preference)

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Silicon Valley's Dating Coach Expert

Hi, I'm Julia Malakiman...

I'm a leading Dating Expert for men in Silicon Valley. I helped hundreds of men overcome their fears and succeed in dating.

Through my experience, I have found that men have a wrong perception of what women want, which is totally contrary to what women expect of men in real life

As a coach, I help men solve dating problems. For example

- ✓ Being offended or fearing rejection
- ✓ The wrong way to approach women
- ✓ Properly starting and maintaining a conversation

My FREE workshop will help you figure out what holds you back from dating.

Having a successful dating life is just as important as a successful career.

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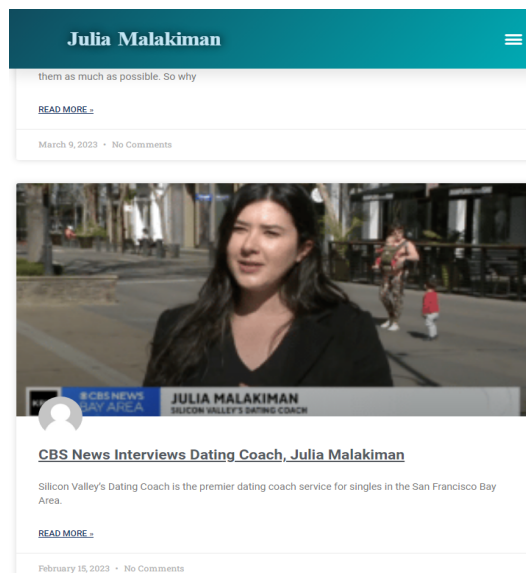
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Having a successful dating life is just as important as a successful career.

“My Goal is To Help You Achieve It”

"Julia is an extremely easy and fun person to talk to. She's helped me get out of my comfort zone and made talking to strangers something I no longer fear."

Randy



"Thanks to Julia, I have been able to find a partner that I'm happily dating. Julia's coaching style is rigorous yet encouraging. She saw the potential in me when I couldn't see it in myself. My mindset is completely different now."

Kevin

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★Process Behind Landing Page Copy★

★Research ★

➤ Who's the target audience?

- Dating difficulties sufferers(Men)
- Relationship problem sufferer

➤ What keeps them awake at night?/ "Pain points"

- People who struggle to get dates
- People who struggle with their relationships

➤ List down top 2 competitors

- Kezia Noble
- David Meessen

➤ What are the things they find missing in existing products/ "Issues with existing solutions"

They are not changing. They are still shy or have low confidence to talk with others. After watching videos and programs for so long, they are still stuck in their comfort zone.

➤ The Unique Selling Proposition(USP)

Improve your love life through consultation programs that provide you with personalized strategies that are designed keeping your condition in mind.

★Planning★

- **Stage of Awareness:**

⇒Problem-aware←

- **Goal of Landing Page:**

1. Getting sign-ups
2. Building Authority and Trust

- **RIOA—The Rule of One**

- 1. One Reader:**

A person who struggles with dating wants to know how to date better.

- 2. One Idea:**

A workshop with all the valuable information you need to know about dating.

- 3. One Offer:**

A free workshop where he will know how to date better.

- 4. One Action:**

Make sure prospects give their email addresses.

★ Structuring ★

1) The Value Proposition:

- + First sentence
- + Hook
- + CTA

2) visual focus(video shot):

- + Shot of workshop

3) Outline Benefits over Features :

- + Tell what they get after sign up
- + 4-5 BoF
(Away from pain – Toward Pleasure)

4) Crystal Clear CTA:

- + Ad Image Text– short+hook

5) Include Testimonial & Social Proof:

6) Emotional Appeal

- + Empathy focused
- + CTA