# Portfolio Spec Project: Sales Funnel for a Dating Coach

#### **Project Overview**

Client (Spec): "HeartShift Coaching" (dating coach brand)

**Offer:** 1:1 coaching + group program teaching singles how to date with confidence and attract the right partner.

Audience: Professionals (25–40) who are successful in career but frustrated in dating.

Result Desired: More dates, better matches, stronger confidence.

**Obstacle:** Fear of rejection, confusion about modern dating, low self-esteem. **Funnel Goal:** Turn cold leads → warm leads → paying coaching clients.

#### **Funnel Deliverables**

#### **Opt-in Page (Lead Magnet)**

#### Headline:

"Finally, Date With Confidence"

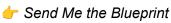
#### Subheadline:

Get my free 5-step blueprint to attract the right partner (without cheesy pick-up lines).

#### **Bullets:**

- Learn the mindset shift that makes rejection irrelevant.
- A proven "first text formula" that sparks curiosity instantly.
- Confidence-building exercises that get results in weeks.

#### CTA Button:



#### **Nurture Email Sequence (3 emails)**

#### **Email 1 – Delivery + Curiosity**

Subject: "Your confidence blueprint is here \*\*\*

- Deliver the PDF.
- Tease: "Inside, there's one shift most people skip... I'll explain in my next email."

#### **Email 2 – Authority + Proof + Empathy**

Subject: "Why most people fail at dating (it's not you)"

- Story: client who struggled with rejection.
- Empathy: "Maybe you've felt this way too..."
- Authority: show transformation with coaching.

#### Email 3 – Offer + Urgency

Subject: "Your chance to rewrite your love story"

- Present coaching program.
- Scarcity: "Only 5 new client spots this month."

#### **Sales Page (Coaching Program)**

#### **Hero Section:**

"Turn Awkward Dates Into Genuine Connections"

Subhead: Stop overthinking every text. Start attracting real relationships.

CTA: Start My Transformation Today

#### **Problem Hook:**

Tired of ghosting, awkward silences, or always attracting the wrong people? Staying stuck just means repeating the same lonely cycle.

#### Offer Breakdown:

- 1:1 private coaching sessions
- Proven attraction frameworks
- Confidence-building exercises

- Accountability & support
- Community of like-minded singles

#### Testimonials (Spec):

- "I went from 0 dates in 6 months to a healthy relationship in 8 weeks." Alex M.
- "I finally feel like myself when I talk to women. That's priceless." Jordan P.

#### Risk Reversal:

"Try the first 14 days risk-free. If you don't feel more confident, you don't pay."

#### CTA Buttons (3 placements):

#### Ad Variations (Facebook/Instagram)

#### 1. Curiosity Angle:

Headline: "Dating Feels Broken?"

Hook: "What if confidence—not looks—was the missing piece?"

Body: "Most people fail in dating not because they're unattractive, but because they don't

know how to project confidence. That's exactly what this free guide teaches."

CTA: Download Free Blueprint

#### 2. Pain Angle:

Headline: "Tired of Being Ghosted?"

Hook: "If you've ever stared at your phone waiting for a reply..."

Body: "Ghosting hurts. But it's usually a sign of low attraction triggers. Learn the 5 simple

shifts that change everything in dating."

CTA: Get the Free Guide

#### 3. Aspirational Angle:

Headline: "Attract Your Match"

Hook: "Imagine walking into a date knowing you've already won."

Body: "Confidence is magnetic. That's why clients use my blueprint to go from anxious to

attractive in weeks. Ready to try?" CTA: Download Free Blueprint

### **High-Converting Opt-in Page (Dating Coach Funnel)**

#### **Hero Section**

#### Headline (with keyword integration):

"Dating Coach Reveals 5 Confidence Secrets to Finally Find Love"

#### Subheadline:

Struggling with ghosting, awkward conversations, or low confidence? Download this free guide and discover the exact steps successful singles use to attract the right partner without cheesy pick-up lines.

#### CTA Button (above the fold):

Get My Free Dating Confidence Blueprint

#### **Problem + Promise Hook**

If you've ever thought:

- "Why do I keep attracting the wrong people?"
- "How do I stop being ghosted?"
- "Will dating ever feel natural for me?"

...then this is for you.

As a professional dating coach, I've helped hundreds of men and women transform their dating life — and it always starts with one thing: building unshakable confidence.

#### What You'll Learn (Benefit Bullets)

Inside this free blueprint, you'll discover:

- The #1 mindset shift that makes rejection irrelevant.
- Mow to approach and connect authentically (no "pickup artist" tricks).
- A proven conversation formula that builds instant attraction.
- Why chasing pushes people away and how to flip the script.
- How to naturally project confidence that pulls high-quality partners to you.

#### **Mini-Authority Statement**

I'm [Coach Name], a certified **relationship and dating coach** who has helped professionals worldwide improve their dating life, boost confidence, and build real relationships. This free resource is the same starting framework my paying clients use to create lasting love.

#### **Final CTA Section**

Ready to stop second-guessing every text and start attracting better matches?

(Instant download — no spam, just practical dating advice that works.)

#### Why this is effective:

- Uses **SEO & niche keywords** naturally (dating coach, dating advice, confidence, relationship coaching, attract partner, ghosting, find love).
- Structured for scannability & flow (headline → pain → promise → benefits → authority → CTA).
- Adds authority + trust so readers feel they're getting advice from a real coach.
- Ends with clear urgency + reassurance.

# High-Impact Email Sequence (Dating Coach Funnel)

#### **Email 1 – Delivery + Curiosity (Framework: AIDA)**

#### Subject lines (4U's):

- 1. The Hidden Dating Secret You Need Now (Unique + Urgent)
- 2. 5 Shifts That Transform Dating Confidence Fast (Useful + Specific)
- 3. Finally, Why You Keep Getting Ghosted (and How to Stop) (Useful + Ultra-specific)

#### Hook/Lead:

Look — most people think dating success is about looks, luck, or cheesy pickup lines.

It's not.

The truth is, there's a **confidence switch** that either makes people drawn to you... or ignore you.

And right now, most singles have it turned off.

#### Flow (AIDA):

Attention: If you've ever left a date second-guessing yourself, this blueprint will change everything.

- **Interest:** Inside, you'll discover:
  - The mindset shift that makes rejection irrelevant
  - A simple first-text formula that sparks instant curiosity
  - The confidence trick that flips attraction in your favor

**Desire + Fascination:** But here's what most people miss: one of these 5 shifts is so powerful it can turn "maybe" into magnetic connection almost overnight. (I'll reveal more in my next email.)

Action: 

[Download Your Free Dating Confidence Blueprint]

## Email 2 – Authority + Empathy + Proof (Framework: PAS + Fascinations)

#### Subject lines (4U's):

- 1. Why They Ghosted You (The Real Reason You Never Heard Back) (Unique + Ultra-specific)
- 2. Dating Feels Broken? Here's What You're Missing (Useful + Urgent)
- 3. The Secret Signal That Makes People Stay or Walk Away (Unique + Useful)

#### Hook/Lead:

Ever had this happen?

You think the date went well.

The spark was there.

Then... nothing. Silence. Ghosted.

#### Flow (PAS):

Problem: You wonder, "What did I do wrong?"

Agitate: Truth is, it's not that you're not attractive enough — it's that you missed sending the invisible "confidence signals" that keep someone interested.

♣ Solve: When Sarah worked with me, she was stuck in that exact loop. Within weeks, she unlocked these signals and went from constant rejection... to a real relationship with someone who finally valued her.

#### Fascinations to build curiosity:

- The subtle body language tweak that makes you unforgettable.
- The "confidence anchor" that prevents awkward silences.
- The counterintuitive mindset shift that makes ghosting nearly impossible.

**CTA:** I'll break one of these down for you in the next email. For now, just know: this isn't your fault — you just haven't been shown the system yet.

## Email 3 – Core Offer Pitch (Framework: NESB + Fascinations)

#### Subject lines (4U's):

- 1. Last Chance: Rewrite Your Love Story in 2025 (Urgent + Useful)
- 2. How to Date With Unshakable Confidence (Spots Closing) (Unique + Ultra-specific)
- 3. From Awkward to Magnetic: The Step-by-Step Path (Useful + Unique)

#### Hook/Lead:

Here's the truth: reading tips won't change your dating life.

If it did, you wouldn't still feel stuck.

Change happens when you have a proven system — and someone guiding you step by step.

#### Flow (NESB):

**New:** That's why I built the **Dating Confidence Coaching Program** — a hands-on system designed to unlock lasting attraction.

**Feasy:** No gimmicks, no scripts. Just practical shifts that make you magnetic to the right partner.

\* Safe: Try it for 14 days risk-free. If you don't feel more confident, you don't pay.

♣ Big: Imagine walking into a date knowing you've already won the room. Imagine never worrying about being ghosted again. Imagine building a relationship with someone who actually gets you.

#### Fascinations (seeded curiosity):

- The "silent signal" that makes dates lean in closer without realizing why.
- The little-known attraction formula I only teach private clients.
- Why chasing kills attraction and the counter move that flips the script.

**CTA**: 

[Book Your Free Discovery Call Today]

But don't wait — spots are filling fast, and I don't want you to miss this chance to finally create the love life you deserve.

#### Why this version is better:

- Headlines hit all 4 U's → punchy, curiosity-driven, and highly clickable.
- Hooks immediately pattern interrupt by calling out real dating struggles.
- **Frameworks** chosen to maximize persuasion at each stage.

- Fascinations keep readers hungry for the next line (classic direct-response).
- Flow is **conversational**, **rhythmic**, **human**, with curiosity baked in.

# Reminder / Follow-up Emails (Dating Coach Funnel)

## Email 4 – Reminder: "Still Thinking About It?" (Framework: PAS + Fascinations)

#### Subject line options (4U's):

- 1. Still single? Here's what's holding you back (Useful + Ultra-specific)
- 2. The silent dating mistake 9/10 people make (Unique + Useful)
- 3. Why waiting is the fastest way to stay stuck (Urgent + Useful)

#### Hook/Lead:

If you're still on the fence about coaching, let me ask you this:

How many more times are you willing to:

- Get ghosted after you thought the date went well?
- Attract people who don't value you?
- Feel like dating is a guessing game you keep losing?

**Problem (P):** The longer you wait, the more stuck you'll feel.

Agitate (A): And repeating the same patterns won't suddenly create a new result.

**Solve (S):** That's why I created the **Dating Confidence Coaching Program** — to give you a clear system that finally works.

#### **Fascinations to tease curiosity:**

- The "confidence anchor" that flips nervous energy into magnetic presence.
- How to spark attraction without ever chasing.

The surprising reason rejection hurts less (and even works in your favor).

CTA: **/** [Book Your Free Discovery Call]

Don't put your love life on pause. The sooner you start, the sooner things change.

## Email 5 – Last Call / Scarcity (Framework: AIDA + NESB)

#### Subject line options (4U's):

- 1. Last chance: coaching spots close tonight (Urgent + Ultra-specific)
- 2. Your love story is waiting (but not for long) (Useful + Urgent)
- 3. From ghosted to confident: doors closing now (Unique + Urgent)

#### Hook/Lead:

This is it.

If you've been waiting for the "right time" to finally take control of your dating life — the time is now.

#### Flow (AIDA):

- Attention: Spots for the Dating Confidence Coaching Program close tonight.
- **Interest:** In just weeks, clients go from anxious to confident from ghosted to chosen.
- **Property** Desire + Fascinations: Imagine:
  - Walking into dates knowing you're in control.
  - Never worrying about what to text again.
  - Finally building a relationship with someone who actually *gets you*.
- Action (NESB): 👉 [Book Your Free Discovery Call Before Midnight]

This is your chance to rewrite your love story. Don't let it slip away.

#### Why these work:

• **Email 4** re-agitates pain + seeds curiosity with fascinations.

- **Email 5** adds hard **urgency/scarcity** the "last push" to convert.
- Both use short, rhythmic sentences → high readability.
- Subject lines hit all **4 U's** → clickable and curiosity-driven.

# The Best Sales Page Ever Written (Dating Confidence Coaching)

**Hero Section: Stop the Scroll** 

#### Headline (4 U's):

\* "Tired of Ghosting, Awkward Dates, and Feeling Invisible? Here's How to Finally Attract the Right Partner — With Unshakable Confidence."

#### Subheadline:

This isn't another list of "dating tips." This is a proven confidence coaching system trusted by professionals who were once stuck, frustrated, and ready to give up on love.

#### CTA (above fold):

👉 Book Your Free Discovery Call Now — Spots Are Limited

#### The Hook / Emotional Lead

Let me guess...

You've tried the apps.

You've read the blogs.

You've asked your friends for dating advice.

And still — it's the same painful cycle:

- Promising conversations that end in silence.
- Awkward first dates where nerves take over.
- Attracting people who aren't serious (or aren't right for you).

You go home asking yourself:

"Is it me? Am I just not cut out for love?"

The truth? It's not you.

It's the confidence signals you're sending (or not sending).

Until you flip those signals on, you'll keep repeating the same cycle — no matter how hard you try.

#### Agitate the Pain (Twist the Knife)

Because staying stuck means:

- Another year of "almost relationships" that go nowhere.
- More nights waiting for a text that never comes.
- More energy wasted on people who don't value you.

And the worst part? Each failure chips away at your confidence — making it even harder to show up as your best self next time.

But it doesn't have to be this way.

#### **Solution Introduction (Hope & Authority)**

Hi, I'm [Coach Name] — a certified dating & relationship coach.

I've helped over 300 men and women go from anxious, ghosted, and frustrated... to confident, magnetic, and in healthy relationships.

And I can help you too.

I built the **Dating Confidence Coaching Program** for one reason: to end the confusion, rebuild your confidence, and show you how to attract the partner you deserve — without playing games.

#### The Offer (Features → Benefits)

Here's what you'll get inside the program:

✓ 1:1 Private Coaching — no cookie-cutter "advice," just tailored strategies for your life.
 ✓ Confidence Reset Framework — simple mindset shifts that dissolve rejection fears.

- ✓ Attraction & Communication Scripts proven ways to spark interest and keep conversations flowing.
- Accountability & Guidance so you don't fall back into old patterns.
- **Step-by-Step System** a roadmap that takes you from ghosted  $\rightarrow$  chosen.

#### Imagine this:

- Walking into a date with zero nerves, knowing exactly how to connect.
- Watching people lean in, curious and drawn to your energy.
- Building a relationship with someone who actually sees your worth.

That's what this program unlocks.

#### **Fascinations (Curiosity Seeds)**

Inside, you'll discover:

- The "confidence anchor" that flips nervous energy into attraction (works instantly).
- Why chasing *kills* attraction and the counter-move that makes people chase you.
- The overlooked body-language shift that makes dates lean in closer without knowing why.
- The "conversation anchor" that makes awkward silences disappear.
- How to turn rejection into attraction fuel (counterintuitive, but game-changing).

#### Social Proof / Testimonials

"I went from 6 months without a single date... to being in a relationship in under 8 weeks. Coaching with [Coach Name] changed my life." – Alex M.

"For the first time, I actually feel like myself on dates. No more overthinking — just confidence." – Jordan P.

#### Risk Reversal

I get it — you're skeptical.

That's why I make this promise:

Zero risk. Maximum upside.

#### Final CTA (Urgency + Transformation)

Spots for this program are limited — because I work closely with each client.

If you're ready to:

- Stop being ghosted
- Attract the right partner
- Finally feel confident and magnetic

 ← Book Your Free Discovery Call Now

Your future love story starts with one decision. Don't let another date — or another year — slip by repeating the same painful cycle.

The next move is yours.

#### Why this page is "the best":

- Headline hits all 4 U's.
- Hook = story-driven, empathetic, relatable pain.
- Pain agitated until reader feels it in their gut.
- Offer shown as clear, specific, emotional benefits.
- **Fascinations** sprinkled throughout → keep curiosity burning.
- Social proof + risk reversal crush skepticism.
- Urgency CTA closes strong.

### Sales Page #2 (Storytelling Framework)

#### **Hero Section**

#### Headline (4 U's):

\*# "From Ghosted to Chosen: The Proven Coaching System That Turns Frustration Into Real Love"

#### Subheadline:

You don't need to change who you are — you just need a roadmap to dating with confidence.

#### CTA (above the fold):

#### **The Story Hook**

Let me tell you a story about someone just like you.

Meet Chris.

On paper, Chris had it all — great career, smart, funny, kind. But when it came to dating? It was a nightmare.

- Endless swipes with no real connections.
- Awkward first dates that ended in silence.
- Promising conversations that vanished into ghosting.

Every failure chipped away at Chris's confidence until they started believing: "Maybe I'm just not meant for love."

Sound familiar?

#### The Struggle (Agitate the Pain)

Here's the painful truth: most singles aren't struggling because they're "not good enough."

They're struggling because they don't know the **confidence signals** that flip attraction on. Without them:

- Dates feel like job interviews.
- Texting feels like a minefield.
- Confidence disappears when it matters most.

And the cycle repeats.

#### The Breakthrough (Coach as Mentor)

That's where I come in.

I'm [Coach Name], a certified **dating & relationship coach**. I've worked with hundreds of men and women who felt hopeless in dating — until they discovered how to rebuild their confidence and attract the right partner.

Just like Chris, who went from months of rejection... to a healthy, exciting relationship in less than 10 weeks.

#### The System (Offer Breakdown)

I created the **Dating Confidence Coaching Program** to give you a proven, step-by-step system to flip your confidence on and attract better matches.

Here's what you'll get:

- 1:1 Personalized Coaching → advice built around your unique dating life.
- $\mathbf{V}$  Confidence Reset System  $\rightarrow$  simple shifts that dissolve nerves before any date.
- $\bigvee$  Attraction Frameworks  $\rightarrow$  how to spark chemistry and keep it alive.
- $\bigvee$  Accountability & Guidance  $\rightarrow$  I walk beside you every step of the way.
- **Results You Can Feel**  $\rightarrow$  a dating life that feels exciting, not exhausting.

#### **Fascinations (Curiosity Builders)**

Inside coaching, you'll learn:

- The "confidence reset ritual" that makes pre-date anxiety vanish in minutes.
- Why silence (done right) is more attractive than words.
- The little-known "magnetic presence" tweak that pulls attention without trying.

- Why ghosting isn't personal and how to prevent it before it happens.
- The conversation pattern that flips strangers into intrigued partners.

#### Social Proof / Testimonials

"I thought dating was broken for me. In 6 weeks, I went from ghosted on every app... to in a real relationship. Coaching with [Coach Name] gave me my confidence back." – Maya P.

"I didn't realize how much my confidence (or lack of it) was sabotaging me. This program didn't just change my dating life — it changed my life." – Daniel R.

#### Risk Reversal

I don't want fear to hold you back.

That's why I offer a simple promise:

No risk. No games. Just transformation.

#### Final CTA Section (Story Close + Urgency)

Chris's story doesn't have to be rare. It can be yours too.

Imagine walking into your next date with unshakable confidence. Imagine never second-guessing every text. Imagine finally being chosen for who you truly are.

This is what the **Dating Confidence Coaching Program** is designed to create for you.

Spots are limited, and the next round starts this week. Don't let another cycle of ghosting and disappointment repeat.

Your love story is waiting.

Why this page works (different from the first one):

- Leverages **storytelling** (Hero's Journey)  $\rightarrow$  highly emotional & relatable.
- $\bullet \quad \text{Readers } \textbf{see themselves in Chris's struggle} \rightarrow \text{empathy drives trust}.$
- Pain is agitated naturally through story, not just bullet points.
- Fascinations keep curiosity flowing.
- $\bullet \quad \text{CTA is tied to the } \textit{transformation} \; \text{story} \rightarrow \text{stronger pull}.$

### Sales Page #3 (Big Idea / Curiosity Framework)

#### **Hero Section**

#### Headline (4 U's):

决 "Dating Confidence Isn't About Looks, Apps, or Luck — It's About One Switch Most Singles Never Flip."

#### Subheadline:

Discover the hidden "confidence signal" that makes people lean in, remember you, and want more — even if dating has always felt like a struggle.

#### CTA (above fold):

👉 Unlock the Confidence Signal — Book Your Free Call Today

#### The Big Idea Hook

Here's the secret nobody tells you:

Attraction isn't random. It's triggered.

Most singles think dating is about looking better, swiping more, or saying the "right thing." Wrong.

The truth? The human brain is wired to respond to **confidence signals**. If you send them, attraction grows. If you don't, ghosting happens.

This isn't about being fake. It's about flipping the invisible switch that makes people see you differently — instantly.

#### The Curiosity Build (Agitate Beliefs)

Right now, you may be unconsciously sending the wrong signals:

- Over-texting = desperation.
- Overthinking = hesitation.
- People-pleasing = low value.

And every time you repeat those patterns, you unknowingly train others to pull away.

But here's the kicker: once you flip your **confidence signal**, everything changes.

#### The Reveal / Authority

That's why I created the **Dating Confidence Coaching Program**.

I'm [Coach Name], a certified **dating coach** who's helped 300+ professionals go from overlooked and ghosted  $\rightarrow$  to confident and chosen.

This isn't "dating tips." It's a proven system to flip the confidence signal on, so you naturally attract the right partner.

#### The Offer (Features → Benefits)

Here's what you'll discover inside the program:

- ✓ 1:1 Coaching → personal strategies tailored to you.
- **▼ The Confidence Signal Framework** → unlock the invisible triggers that build attraction.
- $\bigvee$  Conversation Blueprints  $\rightarrow$  how to start and keep chemistry alive without games.
- ✓ Accountability & Support → no more figuring it out alone.
- **Transformation Roadmap**  $\rightarrow$  from ghosted  $\rightarrow$  chosen in weeks, not years.

#### **Fascinations (Curiosity Teasers)**

Inside coaching, you'll unlock:

- The "attraction switch" that makes ghosting nearly impossible.
- Why one *counterintuitive silence technique* creates stronger chemistry than talking.
- The subtle body language signal that instantly raises your perceived value.
- Why rejection isn't the enemy and how to use it to create magnetism.
- The "confidence anchor ritual" that erases nerves before any date.

#### **Social Proof / Proof of Concept**

"I thought I had to change myself to find love. Turns out, I just needed to flip the switch. Within 6 weeks, I was dating someone amazing." – Emily T.

"I never realized how much my vibe was sabotaging me. Coaching showed me how to project confidence — now dating feels effortless." – Ryan P.

#### Risk Reversal (Safe to Try)

I get it — you've tried things before that didn't work.

That's why I make it risk-free:

👉 If you don't feel more confident in 14 days, I'll refund you.

No risk. No guesswork. Just transformation.

#### Final CTA (Urgency + Big Idea Close)

This isn't about being better looking, funnier, or luckier. It's about flipping the **confidence signal** you've been missing.

Once you do, dating changes — instantly.

→ Book Your Free Discovery Call Now

Spots are limited, and once they're gone, they're gone. Don't let another cycle of ghosting, rejection, and second-guessing define your story.

The switch is waiting. Will you flip it?

#### Why this page hits harder:

- Built around a **Big Idea ("Confidence Signal")** → fresh, curiosity-driven angle.
- Keeps readers scrolling with belief-breaking revelations.
- Fascinations act like mini cliffhangers → high engagement.
- Emotional arc: confusion → realization → solution → urgency.
- Creates authority + safety + urgency without feeling salesy.

### Thank You + Upsell Page (Dating Coach Funnel)

#### Section 1 - Gratitude + Confirmation

#### **Headline:**

🎉 You're In! Your Dating Confidence Blueprint Is On Its Way...

#### Subheadline:

Check your inbox in the next 5 minutes for your free guide. But before you go — I have something special for you...

#### Section 2 – Hook the Upsell

#### Headline (4 U's):

"Want Faster Results? Here's How to Jumpstart Your Dating Confidence in Just 7 Days."

#### Lead/Hook:

Most people will read the guide... and stop there.

But if you're serious about changing your dating life — you don't just want information. You want transformation.

That's why I'm making a one-time offer, only available here.

#### Section 3 - The Offer

Introducing: The 7-Day Dating Confidence Kickstart 🚀

Inside, you'll get:

A 7-day action plan to boost confidence fast.

Daily exercises that flip your "confidence signal" on instantly.

Real conversation prompts that spark curiosity (no overthinking).

Lifetime access to the recordings + exercises.

Normally: \$97 Today Only: \$27

#### Section 4 – Fascinations (Curiosity Seeds)

Here's a taste of what's inside:

- The **2-minute ritual** that erases nerves before any date.
- The counterintuitive "first message formula" that gets replies every time.
- Why rejection (done right) actually increases attraction.
- The simple tweak that makes your confidence *visible* to others.

#### Section 5 – Urgency + CTA

This special \$27 offer is only available right now on this page.

**Or...** you can skip this and keep figuring things out alone. But why would you, when the transformation could start in just 7 days?

#### Section 6 - Risk Reversal

Still unsure? Try it risk-free.

#### Why this page boosts ROI:

- Turns free leads into instant buyers (low-ticket upsell).
- Builds trust + momentum toward the core coaching program.
- Uses scarcity (one-time offer) + fascinations to spark action.
- Increases customer value early in the funnel = higher ROI.

## Downsell Page – Quick Confidence Hacks Guide

#### Section 1 – Soft Hook (Empathy + Curiosity)

#### Headline:

#### Subheadline:

I get it. Maybe \$27 felt like too much for now. But before you go — I don't want you to leave empty-handed.

That's why I created a **lighter**, **faster option** to help you get started today.

#### Section 2 - The Downsized Offer

Introducing: The Quick Confidence Hacks Guide 💡

Inside, you'll discover:

5 quick psychological hacks to boost dating confidence instantly.

The "text tweak" that doubles your chances of getting a reply.

☑ The body language signal that makes you unforgettable in under 30 seconds.

Mow to stay calm & magnetic even if you're nervous inside.

Normal Price: \$17 Today Only: \$7

#### Section 3 – Fascinations (Curiosity-Driven Teasers)

- The counterintuitive "pause trick" that builds attraction (instead of killing it).
- Why less effort makes people want you more.
- The hidden posture shift that makes confidence visible without saying a word.
- How to end a date so they can't wait to see you again.

#### Section 4 – CTA + Urgency

This is your only chance to grab this Quick Confidence Guide for just \$7.

Yes! Give Me the Quick Confidence Hacks Guide

**Or...** you can pass, but remember: confidence grows fastest when you take action. Even small steps create big results.

#### Section 5 - Risk Reversal

No risk. Try it for 7 days. If you don't find at least one hack that changes the way you feel on dates — I'll refund your \$7 instantly.

#### **Why this works:**

- Keeps people from leaving with \$0 value (saves lost revenue).
- Super low-ticket → "no-brainer" impulse buy.
- Still aligned with the main coaching offer (confidence → attraction).
- Creates **buyers early** → easier to upsell them later into coaching.

### Ad Scripts (Dating Confidence Funnel)

#### Ad 1 – Curiosity Angle

#### Hook (visual + voice):

[Text overlay: "It's not your looks. It's not the apps. It's this..."]

#### Body:

"If you're constantly being ghosted, it's not because you're not good enough. You just haven't flipped the 'confidence signal' on. Once you do, attraction feels easy."

#### CTA:

"Want to learn how? Download my free Dating Confidence Blueprint today."

#### Ad 2 - Pain Angle

#### Hook (visual + voice):

[Text overlay: "Why do they ghost you after a good date?"]

"You had chemistry, you laughed, the spark was there... then? Silence. Ghosted."

#### Body:

"It's brutal. But here's the truth: most singles miss the small confidence cues that keep attraction alive. That's what I teach inside my free Dating Confidence Blueprint."

#### CTA:

"Stop repeating the same painful cycle. Grab your free guide now."

#### Ad 3 – Aspirational Angle

#### Hook (visual + voice):

[Text overlay: "Imagine walking into every date like this..."] 
— "Calm. Confident. In control. Knowing you're magnetic without trying."

#### Body:

"That's the difference when you unlock the right confidence frameworks. You stop chasing. You start attracting. And dating finally feels fun again."

#### CTA:

"Start your transformation now — download the free Dating Confidence Blueprint."

#### Why these scripts work:

- Hooks = pattern interrupts designed for social feeds.
- Body = relatable dating struggles → builds empathy & authority.
- CTA = **low-friction**, **curiosity-based** (free guide).
- Can be used as **voiceover + text overlay** on short TikTok/Instagram Reels.