

The Grid™

Know EXACTLY Who To Target...

When To Target Them...

What To Say...

How To Say It...

And Never Get It Wrong Again

	Level 1 - Most Aware	Level 2 - Solution Aware	Level 3 - Problem Aware	Level 4 - Desire Aware	Level 5 - Unaware
Stage 1 - 1st to market	Part 1	Part 2	Part 3	Part 4	Part 5
Stage 2 - 2nd To Market	Part 6	Part 7	Part 8	Part 9	Part 10
Stage 3 - New Mechanism	Part 11	Part 12	Part 13	Part 14	Part 15
Stage 4 - Better Mechanism	Part 16	Part 17	Part 18	Part 19	Part 20
Stage 5 - Identity or Splinter	Part 21	Part 22	Part 23	Part 24	Part 25

1. Part 1 - Level 1 + Stage 1: These are the people actively on your list or following your social media. They are ready to buy whatever you sell. You'll be telling them about your new product and what it does and why that's awesome, but the sale will be very easy. Some of the common objections they have are "I don't have the money right now" and "Is this for me right now"...which you can fix by adding scarcity, urgency, and

payment plans to the offer you're making. This is probably the single easiest form of copywriting.

2. Part 2 - Level 2 + Stage 1: These are your first "cold audience" prospects, and they will be seeing your offer for the first time. Since you're first to market, and they're actively looking for a solution to their problem and your product solves that problem, you will experience higher conversion rates and lower objections. The objections that do come up are things like, "How is this different from X" or "Why do I need this right now?" To differentiate yourself from previous solutions (even though this is technically the only option for your specific solution) you need to: #1 - Have a clear USP for your new product and #2 - Directly answer those objections in your marketing. Things like, "This new technology is in a league of it's own without competition. The current solutions are obsolete."
3. Part 3 - Level 3 + Stage 1: This is your expanded cold audience. They are experiencing a problem that they haven't defined yet. They are in pain, but without direction or clarity. Because your product is the first on the market to directly solve their pain, you can lead directly with a crystallizing headline that brings up their pain, and use a subhead to show your solution. Currently, they are aware that they are in pain, and thus will respond to headlines that have questions asking directly about their pain. Example: "Do you suffer from arthritis, but you've tried everything and nothing has helped? A new herb from Malaysia was recently discovered, and scientists are already calling it an "Arthritis Miracle"
4. Part 4 - Level 4 + Stage 1: These are the fringes of your cold audience. They have a desire that has not yet been activated. They do not have 'problems' yet, because they haven't even begun to acknowledge their desire. Your job is to make them acknowledge their desire, and then channel that new desire into your product. This is where creativity and great research come into play the most. You must tap into an already latent desire...meaning that the audience HAS the desire...they just haven't defined it or acknowledged it. This can be referred to as a "faint longing"...the quiet desperation that most of the world lives in. There are several ways to activate this desire: Give words to a hidden desire, Exploit a hidden fear, Leading into an unacceptable problem by starting with a universally accepted image, Project a hidden desire which cannot be put bluntly into words, Use a common resentment or unvoiced protest to capture a far greater market than the direct statement of the solution of that resentment would produce, projecting an ultimate triumph that the prospect will identify with, projecting the result of a problem in such a way that it will be identified with by people who would reject a direct statement of the problem itself, Projecting the result of an accomplishment to attract people who would be frightened away by the implied to achieve it.
5. Part 5 - Level 5 + Stage 1: This is the demographically relevant market, but they are completely unaware of their problems or desires. Even though you are first to market with your product, you are irrelevant to this audience because they don't acknowledge that they have the problem that your product solves. The way to overcome this is by linking your product to an aspirational state of being in your target audience. By creating this identity for your product, you create desire where there was none before. The desire

is for an ideal state for the prospect, with your product being the indication that they have achieved (or want to show they have achieved) that ideal state.

6. Part 6 - Level 1 + Stage 2: This is when you are talking directly with your core audience, internal list, or immediate social media following, but you are offering the 2nd product to market behind a previous competitor who was 1st. Since you are speaking to your loyal fans and buyers, this message is simply, "here is my take on this product." Your audience may have questions regarding the difference, but the difference, to them, is largely just you/your company vs. the other company...and they already trust you. This is still an easy sale and doesn't require much effort...however, you will convert more if you have a Q&A component to answer the objections you'll get about the differences in products.
7. Part 7 - Level 2 + Stage 2: This is your first cold audience with your 2nd to market product. They are actively looking for a solution to their problem(s) and your competitor has the lead on you. This is where you go on the attack. Your job is to distinctly and clearly show how you're better than the competition. In your copy, you're claiming that your product is bigger, better, faster, more efficient, less costly...anything that claims "better" than the competition. The easiest way to do this is to take your competitors (successful) headlines and amplify the claims in them. If your competitor says "Lose 4 pounds of fat in 1 week" you say "Lose 10 pounds of pure fat in a week." It's not pretty. You're directly competing and it's a race right now. You should out-claim your competition and out-spend your competition to achieve market dominance. Keep in mind...this is the stage that competitors are entering behind you as well. The entire market will begin to fill with bigger and bolder headlines...so check out Part 12 to see what to do when that happens.
8. Part 8 - Level 3 + Stage 2: This is the next level of your cold traffic audience when you're 2nd to market. Your prospects are aware of their problem, but they aren't actively looking for a solution to their problem. This means there is a VERY high chance that they don't know about your competition yet (especially if your competition is not familiar with this Levels and Stages concept). So your goal is to speak directly to their problems as if you were in Part 3, but with your bigger, bolder claims. You want them to see the "better" claim before they see your competitor's weaker claims. That will position you as "1st" and can easily make you the market leader. If your competition is really outspending you in a Part 7 situation, you'll want to move quickly to this Part and start to outspend them here. You'll want to ask question in your headlines and make the bigger promises as your sub-headlines. For example: "Do you suffer from daily migraines? This revolutionary new herb from Malaysia is taking the migraine relief market by storm, and the ONLY place to get the best quality is from this company"
9. Part 9 - Level 4 + Stage 2: This is the fringe level of your cold traffic audience when you're 2nd to market. Odds are, you are dealing with very little competition at this stage. Most companies don't focus anywhere past Level 3...and even then very little. So your tactics will look nearly identical to Part 4, except with your new and bolder promises. Crystallizing the desire in this market will consist of the same core desires you tapped into earlier, but the trick is making sure YOUR product is the one that fulfills this need for

them. So your messaging will have to be tight and compelling, so that they don't float off with their new desire and find your competition at a higher level of awareness.

10. Part 10 - Level 5 + Stage 2: This part is truly identical to Part 5. Because they are entirely unaware, your product must be linked to an aspirational state, and then made to seem like the only solution. It will be very rare for you to encounter competition at this stage if you are truly the 2nd product to market, but if you do encounter competition, your job is to position your product DIRECTLY against the first to market. If they are conservative, you are liberal. If they are cheap, you are expensive. If they are luxury, you're the every-man's option that smart people buy.
11. Part 11 - Level 1 + Stage 3: You're speaking to your internal audience or closest followers, but the market is now saturated with offers that are trying to out-do each other. Your job at this point is to treat your audience like "insiders" and release a New Mechanism to solve the problem the other products are solving. So, if your competition is offering "Lose Fat In 90 Days", your New Mechanism could be "Lose Fat WITHOUT DIETING OR EXERCISING in 90 Days." The new mechanism can take the form of "Without" statements, as in "without {bad thing or hard thing}" or Intrigue statements, like "Floats fat right out of your body". Mainly, your goal is to indicate that your solution is new and different from the existing solutions, through a believable and compelling new mechanism.
12. Part 12 - Level 2 + Stage 3: At the beginning of your cold audience, the people who are searching for a solution to their problems, you're going to encounter the stiffest competition yet. Your competitors have beaten you to the marketplace and are currently flooding it with bigger and better claims. Your job is to introduce a new, compelling Mechanism that changes the conversation around the solution. So, instead of simple claims, you will start to talk about the unique way in which your solution accomplishes its promise. For example, a fat loss supplement can say, "The only Fat Loss pill that uses triple-filtered, bio-available raspberry ketone extract, which accelerates fat loss without the jitters of caffeine based products"
13. Part 13 - Level 3 + Stage 3: This is the middle of your cold audience, who are only aware of their problems. Since your competitors are promising the moon, your new mechanism needs to be framed as the "only" answer to their problem. For example, your weight loss product can be positioned after the "question" headline like so: "Are you struggling to lose that ugly pooch of belly fat, despite trying everything? A radical, but safe, new compound was recently discovered in the amazon jungle that has scientists scrambling, because people are reporting losing 10 pounds off their mid-section in less than 10 weeks."
14. Part 14 - Level 4 + Stage 3: At the fringe of your cold traffic audience, these people have a desire that needs to be acknowledged, and then need to be steered into your product as the only solution. Just like Part 12, you'll need to make sure that you're using language that shows you're the "only" solution, in order to keep your competitive advantage of having a new mechanism. BUT, this only happens after you crystallize the desire for your prospect. If that desire is to be fit and look sexy, you introduce your product as the "only" proven method...and also the easiest, fastest, etc.

15. Part 15 - Level 5 + Stage 3: Your new mechanism should be buried deep inside the sales message, and you should lead with a story that exemplifies the type of person that your prospect wants to become. Only after buying into the “image” of their ideal self will they be open to taking action on “becoming” or “proving” that ideal image by buying your product.
16. Part 16 - Level 1 + Stage 4: Marketing to your internal audience, but they are extremely familiar with all the claims currently in the marketplace and will be skeptical of new options. Your claims need to be focused on the uniqueness your audience already attributes to you...in addition to a Better Mechanism for your product offering. Much like Stage 2...this is where you enlarge the claims of the initial New Mechanism to seem better than the previous competitor. “Raspberry Ketones” become “Bioavailable Raspberry Ketones” or “Organic Raspberry Ketones” or “Single Source Raspberry Ketones”
17. Part 17: Level 2 + Stage 4: Your marketing is 100% about being the Bigger, Better option for the new mechanism. If your competitors beat you to the New Mechanism, steal their mechanism and make it better in your own product. If you’re selling FB Ads Training, and your competitors have brought out “The New Technique To Using Lead Ads That Get \$2 Leads”...then your offer is “The Brand New Technique To Using Lead Ads With Videos That Get \$1 Leads.” Because your audience is actively looking for a solution (How to do FB ads)...then your marketing will be focused on being the “best” solution, rather than the “only” solution. You can begin to see the “see-saw” effect of being the “only” vs. “the Best” in marketing...but by understanding where the market is at, you can effectively counter your competition.
18. Part 18: Level 3 + Stage 4: Your marketing is now focused on the “problem aware” cold traffic audience, so when you call out their problems, you’re encountering resistance due to the preponderance of other options currently available. People are asking, “Why is this better than the Paleo Diet” or “How can I use this in my situation?”, even if they are “problem aware” simply due to the saturation in the market. Your job is to convince them of 2 things: #1 - that you understand their problems better than anyone else...and #2 - that your solution is the “best” solution and they shouldn’t waste time with the others.
19. Part 19: Level 4 + Stage 4: With the “Desire Aware” audience, they may have heard of some similar solutions by now, but they don’t have a crystallized need...so they won’t be familiar with the claims in depth. You’ll get objections like, “I don’t need this right now” or “I’ll think about it”...so your job is to build the desire to a fever pitch and then offer your product as a way to satiate that desire. They won’t have time to research problems, so you can bring up the “problems” for them and link them to your competitor’s offers, so even if they go away and look for other options, they’ll be knowledgeable about your competitors shortcomings. Your main goal at this stage is to entrance them long enough to build their desire for a particular outcome, and then sell them easy access to that outcome. This is where a lot of Infomercials and Direct Response TV Ads play, because they are marketing to a mass audience during late night television when the prospect is not dealing with problems or looking for solutions.

20. Part 20: Level 5 + Stage 4: When your audience is completely unaware of their desires, problems, or the solutions available, your job as the marketer is to capture their attention with a compelling story and lead them down a series of “agreements” that eventually end up in purchasing your product. By using the methods in Part 4, you can create desire and move the conversation from there. This is where the Masters play, because this is one of the most difficult copywriting challenges for any company...but if you create this desire, you can essentially own the market due to the sheer size and lack of competition that are this sophisticated.
21. Part 21: Level 1 + Stage 5: Your internal audience and close social media have been bombarded with offers from competitors for a long time. They are jaded and burnt out. They may have even seen you offer your product to them before. At this Stage, the market is unable to sustain more “mechanisms” and is prone to collapse. There are two options in Stage 5 scenarios: Splinter or Brand. Splintering is when you take your product and reset the audience, marketing to a specific “sub-group” of the original audience in order to become “first to market” in that sub-group. So, if you are marketing weight loss pills to women, and your market is saturated, you can “Splinter” into being a “Weight Loss Pill For Brides” and starting the cycle again for that market. Or, you can “Brand”, which is creating a specific identity for the buyers of your product to obtain. You see this with high-end bottled water, where certain buyers only buy specific brands because “that’s their brand” To accomplish the Branding takes a specific, compelling story around your product and company, and it must resonate deeply with the type of person your ideal client views themselves as being (or wants others to view themselves as being) This is easier with your core audience, because they’ve already “selected” you from among your competitors. Now, you just need to give them an identity to ascribe to, and you’ll keep their loyalty and their sales.
22. Part 22: Level 2 + Stage 5: For a cold traffic audience searching for solutions, they are the most jaded and cynical of any audience you can encounter. They’ve been actively looking for solutions, probably bought some, been disappointed, but haven’t lose the desire to fix their problem. Your job here is to tell a convincing story about Why they’ve failed up until this point, What caused them to fail (hint: it’s not them, it’s something external they can blame) and How they can finally succeed. Unless you’ve chosen to Splinter, which takes the market back to Level 1 + Stage 1, you’ll have to incorporate your Brand and values into the story’s narrative. Taking a “savior” stance or a “contrarian” stance can give you better positioning against the “bad guys” who have saturated the industry. This works better for newcomers, but even old businesses who’ve marketed through this cycle can pivot and use this kind of marketing.
23. Part 23: Level 3 + Stage 5: Cold traffic that is problem aware, but also jaded. Perhaps they’ve fallen back from being Solution Aware because they’re tired of the promises and marketing. They’re still extremely jaded, but they also still respond to pain focused headlines and messages. Their pain is more specific and acute, so you have to be direct about it and make sure they can blame something external. Then, the compelling Brand story kicks in to entrance them once again and lead them to trying your solution to solve their pain.

24. Part 24: Level 4 + Stage 5: Cold traffic at the fringe is Desire aware, and this actually makes the Branding story easier. You can SHOW the desire in action via your brand, by showing the desired outcomes. If you sell weight loss, you can show ripped bodies on the beach eating hamburgers. If you sell financial advice, you can show a 60 year old man smiling at a mortgage that says “paid in full.” Your job is to acknowledge and showcase the desire, and then compel the prospect to take action to achieve that desire right away. Your brand becomes the Promise to the prospect that they’ll achieve their desire.
25. Part 25: Level 5 + Stage 5: As a completely unaware prospect and a heavily saturated marketplace, this is the end of the line for marketing. This is trying to sell the last house in Beverly Hills to the Beverly Hillbillies. Your brand story becomes to focal point...but you can’t actually mention your brand. The only thing that matters is the story, and the Aspirations of your prospect. The kind of Identity that they want to associate themselves with. Even though it’s your Brand’s story, it must be told agnostically until the very end, when the prospect as become Aware enough to truly desire the outcome and is willing to take action...that’s when you spring the Brand on them and let them check it out if they need to. You’re positioned as the First and Only choice so far, because your competition hasn’t entered this prospects awareness yet. If they search out new solutions, you’re positioned as First and usually Best, if your marketing did its job.

Formally breaking down each Level and Stage like this is a great start, but you also must have an intimate understanding of your Prospect’s Primal Desires, Primal Fears, and Core Needs. You also must have an extremely clear picture of exactly who your Target Market is...and, as you can see, that changes based on the Awareness and Sophistication of your marketplace. A mother interested in Essential oils will believe and see different things than a mother who’s never heard of essential oils, but is worried about carcinogenic additives in their babies bottles.

A master copywriter will take you through every single one of these in detail, and pin-point the exact requirements for your market so you can dominate the competition and the marketplace. A master copywriter will help you create upsell, cross-sell, and downsell offers that appeal to various levels of Awareness and Sophistication so you maximize your AOV and LTV across your entire sales funnel.

A master copywriter will also incorporate “seeds” that can grow into stories and angles for you to use when the market shifts, and you need to change Levels or Stages. By creating those in advance, you increase the speed at which you can adapt and stay ahead of your competition.

If you want to work with a master copywriter on your next launch or evergreen funnel, please reach out to me at Lukas@lukasresheske.com with the subject line “I Need A Master Copywriter” Any correspondence I receive without that headline will be archived.

Remember, a master copywriter isn’t someone you hire at the last minute to “get the copy done”

on your latest launch. Instead, I will come in during the planning stages of your project and offer my guidance, experience, and support to make sure that we create industry-dominating marketing materials that create a wide, alligator filled moat around your profits and business model.