

# DEEP CRAFT PT. 2

## SHADOW COPY

**HOW TO BALANCE VIRTUOUS  
AND FORBIDDEN DESIRES TO  
ELICIT YOUR PROSPECT'S FULL-  
RANGE OF "F\*CK YA, I NEED  
THIS"**

This discussion and worksheet will help you figure out how to incorporate a full-range of desires in your sales copy

You will be ready to immediately apply this training to ad, email or landing page copy

# SHADOW COPY

## The Shadow Desire Formula

It's not just about (Forbidden 1, 2, 3).  
Validate it (ie. "we'll stand with you in owning those")  
It's about (Virtuous Desire 1, 2, 3) so that \_\_\_\_\_

You can use this in the MOHP section of the 15-Point SPIAD Formula (10x Sales Pages) or on the desire section within any AIDA formula

Can also be used in ads, emails, enrollment conversations, etc.

**List your one-reader's safe, acceptable and virtuous desires**

List your one-reader's forbidden, "can I even say that / own that" *sans* judgement desires

Do a competitor scan (3-5). What are the 2-3 "forbidden" desires that aren't being mirrored on the page. How can you be the **ONLY** one inclusive of those.

# THE INNER AUTHORITY

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USE THIS FORMULA TO CRAFT A "SHADOW COPY" SECTION

## Formula:

It's not (just) about <shadow desire 1>, <shadow desire 2>, <shadow desire 3>

Sure, all that will be possible for you (and hey, don't let anyone shame you for wanting that.

It's about <virtuous desire 1/2/3>, so that....

EX. Bodybuilding Coaching For Dad's in Their 30's/40's

## Content

This is NOT just about filling your iPhone's camera roll with shirtless gym selfies and loving the sh\*t out of what you see. And it's definitely not about the secret satisfaction you'll get in being the only dad at the camping trip rocking a six-pack instead of binge-drinking through one.

(but hey, don't let anyone judge your motivations for getting healthy. We'll celebrate whatever gets you moving.)

But at its core, [PROGRAM NAME] is about feeling more strong, vital and confident in your body at 40 than you did at 20, setting an epic example for your kids, and knowing that you've set yourself up to stay lean, fit and healthy while most succumb to a state of slow and controlled erosion.

My strong opinion, in my space, is that: