Lukas Resheske – Understanding Market Awareness

Lukas Resheske: Hi everyone. My name is Lukas Resheske. And I am a professional copywriter. So what that means is I write direct response advertising primarily online for all sorts of businesses. Right now I operate heavily in the fitness and health space in the personal development space. And I also have a fairly robust training program for copywriters. And that's kind of my background. I don't want to bore you with all the craziness. But I came into this not as a-- like, I don't have an English major or anything, I came into it from thinking I was going to be career army, and then discovering this career through a series of trial and error. So don't think that you need a certain type of qualification to be here. At this point, I'm responsible for consulting and writing copy that has earned over 100 million dollars worth of client revenues. And that's in all sorts of niches. If you name it, I've probably either consulted or written something for it. And my clients and my students have been working for big names, you know, Agora, Hay House, Beachbody, I can just kind of run down a list of publishers. And so that's, I guess, the mercifully short reason why, you know, you can probably trust what I'm about to talk about. But yeah, glad to be here. And hopefully I can help out and show you some of the stuff that's fundamental to this craft.

Mikhail: Yeah. So, Lukas, you were actually like my first real copywriting mentor, you know, and that was, I think, back in 2017 it was we did that mentorship. And when we got started, I had already been writing copy for a few years. And I'd already been through lots of courses, books, that sort of thing. But in our first session, you know, that first mentorship session we had, you introduced this concept to me that even though I had been studying copywriting this long, this was the first time I'd heard about it. And, you know, in my opinion, it's probably the most important concept for copywriters to understand if they want to be writing, you know, sales copy that actually works. And you know, that concept, and I was confused. I was like, why is this the first time, you know, that I'm hearing of this? And of course, that concept is the understanding of your target markets level of awareness. So, you know, can we get into, you know, that and how we can use that to be better copywriters?

Lukas Resheske: Yeah, definitely. Yeah, it's an interesting thing because most copywriting training happens kind of on the heels of actual copywriters, and there's really no formalized education. So a lot of the time, you know, when you're learning, you do the books, and you do all the, you know, the practice and that kind of thing and then you start to realize there's actually some fundamentals that nobody ever talked about. I have a whole process called The Big 4 and it involves the target market, their level of awareness, the stages of sophistication, and they're primals. But, so it's hard to divest the awareness from the other three, but it's also kind of a big subject. So we can kind of talk at the end. Like, there's other resources that I have that you can check out all of them. But market awareness is particularly important, because if you understand it, you start to understand not only why certain markets are doing things, but also how to position either your or your clients' projects to be more effective. And I think that's kind of why you had that "aha" moment, if I'm correct in assuming like your eyes open to what is possible once you understand it, so.

Mikhail: Exactly, yeah. Because I mean, I do write copy, and it is hit or miss essentially, right. But when you understand this, this concept, the chances of it being a hit become much, much higher. And that's what, like I said, it really opened my eyes to how important this was.

Lukas Resheske: Yeah, you know what you're trying to do, which is big for copywriting.

Mikhail: Exactly. Yeah, yeah. Especially when, you know, you're going to start a piece.

Lukas Resheske: Yes.

Mikhail: This helps you narrow down where you want to get started.

Lukas Resheske: Yep. So let's-- we can dive in. So these levels are going to go from most aware to least aware in terms of a marketplace. So as a kind of mental model for people, imagine your target market, just a person who is in your target market and then think about them through each of these lenses as I kind of described them, because that's going to help. Otherwise, it's really conceptual and kind of hard to understand. So think about a person who's in your target market, and then think about them applying at each one of these levels of awareness.

So the first level of awareness is the "you aware" level. That means that that prospect, that target market is already aware of either your brand, the specific product that you're selling, or the specific problem and solution combination that you happen to be dealing with. These are your most aware people, and I call them "you aware", because in the world of social media, it's very fairly frequent that companies and influencers have an endemic audience, some people that are already following them, some people that know what they're already doing. And so there's this entire layer of awareness that comes from them already knowing who you are and what you do, and kind of what the products are that you talk about.

And the reason you separate that from everything else is that a lot of companies will try to build this level one awareness without realizing what they're doing. And they're going to add a lot of messaging to their stuff that is trying to reach out to more generic, more vague, more broad types of messaging, when in reality they could get a lot more mileage from relying on the fact that people already know who they are and what they do. And so, you know, for example, if a client has an email list, it's highly likely that that email list is "you aware", is level one aware. And it's highly likely that, you know, a person who has gone to your website, who's sitting on your actual URL is "you aware". You know, they've found you somehow, through SEO, through search, through something and now they're sitting on your site, they are "you aware". And so that's the first level.

What you do with that level is essentially communicate to them at a-- basically at a little bit of a higher level, a little bit more of a personal level. You can say things like, "Hey, glad you're here." Or you can say things like-- best example would be, you know, "Get this thing for this discount," or, "Hey, you've been waiting for this, now it's on sale." That type of language is usually indicative of a "you aware" audience. They're most aware. And you can play with that and keep going. A lot of businesses, especially because, you know, we're talking about health and fitness, we're talking about supplements, a lot of businesses, they like to play in the discount area, you know, they like to send out coupons and things like that from email marketing, but they don't really play with that level of intimacy that comes from knowing enough about the product to want a discount on it. Does that make sense?

Mikhail: Yeah. So basically, you know, what I gather from that is, you would be looking at the kind of copy that you would use, there would be a lot more direct, you know. You can say they were already familiar with you, they're already familiar with the product, the public even bought from you already, right? You know, they're very likely to already be on board essentially with what you have to offer. So that's kind of why you can go straight to, "Hey, this product that you've been waiting on is available. You can go grab it right now." So you don't need to do as much of the pre selling essentially with this market, right?

Lukas Resheske: Exactly, exactly. And there's also, if you do have to do some sort of pre selling, like let's say you have an endemic audience, you have an email list, or you have a bunch of people come to your blog, or a big YouTube audience, whatever it is, right? And you want to launch something new, or you want to launch a you know, a product that they haven't seen before, you can still talk to your level one audience in an intimate and clear way by introducing and also introducing a new product. For example, you know, let's say you make widgets but now you're selling your brand new whatsit, right. And the whatsit's coming out and normally you just try to write the biggest, grandest promotion possible for the whatsit, but you can go to your audience and specifically say, "Hey, I or we, the company, are introducing this whatsit to you." Like, this is what the whatsit does. And that kind of intimate language is level one aware. Because if you showed up with a less aware person who doesn't know who you are, or who your company is, and you said, "Hey, I'm introducing the whatsit," then as you'll see, they're going to look at that and go, "Why do I care about a whatsit? " You know, "Whatsit is irrelevant to me. I don't know who you are."

Mikhail: Who is this guy, yeah.

Lukas Resheske: Who's this guy, yeah.

Mikhail: Yeah, exactly, yeah.

Lukas Resheske: And so you can kind of see how a audience mismatch, awareness mismatch, is going to cause problems with your marketing. And so if you try to do a level one message to a level three audience, it's not going to land. And the way I describe it in the mentorship, and I've been doing this for years now is that people are separated by what I call a cognitive barrier between awareness levels, which means if you're speaking to someone at a certain awareness level, and they are-- but you're communicating with them at a different awareness level, they almost can't understand or they don't have the right perception to understand what you're trying to tell them.

Mikhail: Yes, it's almost like you're speaking two different languages.

Lukas Resheske: Exactly. And the clearest example of that is to say I'm introducing the whatsit and they go, "Who are you? What's a whatsit? Why do I care?" You know, "Get away from me. Get out of my Facebook feed spam." Like that's kind of the reaction that you would get from doing a level one audience to a level-- sorry, level one message to like a level three audience. And so that's level one. Did we cover that? Or do you have any-- did you want to go into any more detail on that?

Mikhail: No, I think, I guess the takeaway, if, for example, you're a new copywriter, this would essentially be the easiest market for you to target, right? So this-- if you're trying to get your foot in the door, this will be the kind of copy jobs that you'd be trying to apply for getting. You know, it's almost a guaranteed hit with this market. So that's something you know, for anyone who's thinking about, you know, reaching out to clients and looking at jobs, think about, you know, what market level. And this would be one of the easier ones where you can kind of guarantee your success.

Lukas Resheske: Yeah, exactly. Guaranteeing success, or the biggest wins possible, quick wins, things like that

Mikhail: Right. Yeah, yeah.

Lukas Resheske: This is where, you know, from a technical-- or like a tactical perspective if, you know, I'm going to give advice to specifically copywriters, if you want a long term retainer and you want them to walk in and trust you for a while, you start with level one messaging, because those are your quickest and easiest wins, and you can build off of them, like your abandoned cart sequences, your welcome emails, your, you know, all that kind of stuff that starts at level one.

Mikhail: Yeah, yeah.

Lukas Resheske: So that's that. Level two is starting to get away from the awareness of you as a brand, which means you have to start talking about you as a brand. Level two is what I call "solution aware". And so "solution aware" is essentially everybody, especially in the health space, everybody who understands that the type of solution they're looking for. I always put a caveat in here, because the solution they're looking for may not be the ideal solution to solve their problem. It may not be what you sell, but they are seeking a solution. Right? They're not in the frame of mind where their only problems are only desires, which we'll talk about later. They're seeking a solution. So for example, you have a person seeking a diet to lose weight, and they've combed through all the diets and they finally settled on the ketogenic diets, and now they're looking for ketogenic diet solutions, right? Recipes, products, you know, info stuff, they are actively seeking ketogenic solutions. That would be a "solution aware" marketplace. If you have a competitor to the ketogenic diet, or if you have a better keto product, then your "solution aware" people are going to be easy to talk to, because you're communicating about the same solution and you can just have kind of an elevated conversation with them. Where I see a lot of messaging for "solution aware" audiences work, when you kind of go with an additional detail or a "don't do this until you see this" type messaging, where-- you know, for example, you know, "Don't start your keto diet until you read this" is a good headline to introduce into maybe a what's that-- I'm not a keto dieter, but what's the product where-- exogenous ketones.

Mikhail: Oh, yeah, yeah.

Lukas Resheske: Yeah. So let's say you sell exogenous ketones as a supplement or in a drink, and you write that headline, "Don't start your keto diet until you read this" and then you do an article or an advertorial about exogenous ketones. That's you appealing to a "solution aware" audience because you know that they're already consuming the information and looking for the solutions around the thing that you want to talk about. Does it makes sense right away, or?

Mikhail: Yeah. So essentially it's like the __14:49__ the solution but they're undecided as to who they should get that solution from. Is that correct?

Lukas Resheske: Yeah, that's part of it. That's part of it. I think it's a bigger market than that. But that is a big part of the market. So, you know, for example, let's say you are a vegan, right? Or you sell vegan stuff, right? And you are going after a ketogenic "solution aware" audience, how would you do that? Well, on the surface, that would be kind of difficult, right? But when you think about the solution they're seeking, why are they seeking the ketogenic diet? Is it because they want to do a keto diet? Or is it because they want certain outcomes, because they want to burn more fat, because they want to lose weight? Because they want to, you know, look better, be healthier, stop their brain fog, all that kind of stuff, right? So when you're in the "solution aware" marketplace, you have to acknowledge that they're seeking a certain thing, like the ketogenic diet in our example. But if you have a different product, even one might assume a contradictory product, you can still have a conversation with that "solution aware" audience if you understand where they're coming from.

Now, for example, if I wanted to somehow or for some reason convince ketogenic seekers to try a vegan diet, then I could say something like, "Hey, if you're looking at the keto diet, you'd be surprised to know that the vegan diet does everything the keto diet does, and then some, just check this out." And that's a subject line that I can write as a copywriter to appeal to a "solution aware" audience that's seeking keto. Does that make sense?

Mikhail: Yeah, yeah. And I think that really helps clarify it. It's the deeper desire, essentially, that they're trying to achieve. Doesn't necessarily have to be that specific solution.

Lukas Resheske: Correct. And I think-- so, you know, I brought it up in the beginning. That's why The Big 4 is pretty important. Like you have to look at it as kind of a whole thing. But the awareness levels specifically are super important because, you know, one of the greatest copywriters and earliest copywriters wrote that you have to enter the conversation going on in your customer's mind. Right? He didn't say, "Control the conversation." He didn't say, "Create the conversation." He said, "Enter the conversation going on in their mind." And I think that that's really critical. Because if for some reason I wanted to run an ad to ketogenic seekers as a, you know, vegan information products, or whatever, I don't know why I would choose to do that because they're probably easier markets to go into, but maybe I choose, I can do that because I can enter the conversation going on in their mind. And I can use that awareness, that understanding of where they're at right now in their levels of awareness, to start that conversation. And in all of my training, I'm like, "The awareness level is where you start." That's the initial pop, that's the attention grabber. That's the thing that is most important to getting them to the next step, which is just going to be, you know, paying attention to your ad at the end of the day.

And so, the awareness levels help you modulate the type of conversation you're going to start and how you're going to do it. Yeah. Cool. Any questions on that, on the solution one?

Mikhail: No, I think we're good there.

Lukas Resheske: Yep. Cool. It goes deep. So I'm sorry if it gets crazy.

Mikhail: No, that's kind of the point. Yeah, just like I said, this is where you start. This is your foundation, yeah.

Lukas Resheske: Yeah. So level one is "you aware". Level two is "solution aware". And we're ascending into least aware people, right? Level three is "problem aware". So these are the people who aren't necessarily seeking a ketogenic diet in our example. We're just going to keep reusing this example. They aren't seeking a ketogenic diet, they are the ones who hate that they're overweight. They're the ones who are having skin problems. They're the ones who are having energy problems. They're the ones who've tried diets and failed. They are sitting in a problem and experiencing that problem as their level of awareness.

Now, I like to separate "problem aware" people into two broad categories. And one category is chronic problems. They are problems that are continuously experienced, where the person kind of feels like there's no solution, right? They have tried and failed at a bunch of stuff and they are now sitting in the understanding and awareness level that their problem is never going to stop. That's a chronic "problem aware" person. A acute "problem aware" person, which is the second one, is someone who's experiencing a problem right now. And you can think of that person as like someone googling a 24-hour plumber. And it's like 2:00 am and their toilet just broke. And they are googling that and they really want someone to show up in the next 10 minutes, you know. That is an acute "problem aware" person. Right?

When you look at it through those two lenses, you can start to see that a wide range of people fit into this level of awareness. And as you ascend through most aware to least aware, you start to see massive audience growth. There are more people in the "problem aware" tier than there are in the "solution aware" tier, just in general, I have yet to find an exception to that rule, but I'm always open to seeing one. And so as you ascend through these levels of awareness, you get more and more people, which is why people try to go to higher levels of awareness first, because it's the most people, the most customers, when in reality, you may get more buyers bias and-- starting at the bottom of ascending. Does that make sense? It's a little aside, but I think it's important to understand it kind of.

Mikhail: No, I think that makes sense. And it's also why because, you know, we just said most of the way those are the easiest customers, but it's also the smallest base. And that's kind of why, you know, you find companies going out to these higher-- these lower levels of awareness. Because that's the only way you can grow. Right? You have to find new customers, and that's where the new customer growth would be.

Lukas Resheske: Yep, yep. And it's a little confusing, because I'm sending one to five, but they're technically less aware. So it's hard to, you know, and I mess that up in my head too. But it's important to understand that level one would be your most aware, and level five would be your least aware. And then in your mind, as you're thinking about these marketplaces, separate them based on those tiers.

So like with "problem aware" people, there's a lot of-- a copywriter could live and die in the "problem aware" tier, basically because there's so many ways to communicate with people who are experiencing problems right now in a way that gets their attention to potentially buy a solution. It's almost never ending, you know, unless the market is extremely small, you know. Like, the market for corporate jets,

you know, or something like that. Or even that's probably big enough. Like, underwater basket weaving scuba diver training certifications. Like, unless it's that small, the "problem aware" tier, you could live and die there as a copywriter, especially for health and fitness because there's so many things that you can talk about and it's such a recurring problem for people and such a growing problem with, you know, obesity rates and health rates and longer lifespans and, you know, different types of cancer and all this kind of stuff. It's just such a massive marketplace in this space where you could live and die there. And I want to make that clear, because you don't have to hit all of these in your marketing. They're massive, and they take time and effort not to optimization. And the hard-- the more you go into less aware audiences, the harder it is because you're trying to hit people who aren't necessarily the most active or attentive to the messaging that you want.

And so kind of the "problem aware" tier is where I would play as a copywriter if I wanted to make a really, really large impact over time on a company. I would keep playing in that tier, I would obviously try to optimize "solution aware" people and "you aware" people as best as possible, but I would play in that "problem aware". Do you have any questions on problem because we can spend all day on any one of these layers, but…

Mikhail: I think what I'd be interested in, again, even you mentioned it and even within this level of awareness, there are two different categories. If again, we are taking the approach of a copywriter, which of those two do you think they would focus on for the biggest growth that they can bring to their client? Is it the chronic or the __24:34__?

Lukas Resheske: Yeah, it depends on your product. You know, everything depends, right. But the-- so let's take a supplement, for example. If you're a health company and you're selling a supplement of some kind, and that supplement's outcome is to, I mean, let's just call it weight loss because that's really easy, but the supplement could be anything, you know, immune boosting, sleep aids, all that kind of stuff. It could be anything. But let's just take a weight loss supplement, because it's kind of easy to see.

The chronic "problem aware" person is your classic fad diets, yo-yo diet person, right? They have tried and failed, they are overweight, they are unhealthy, they're probably a little bit older. And they are at the point where they either think it's medically impossible for them to lose weight for some reason. And there's a host of reasons why that may or may not be true-- hyperthyroidism, Hashimoto's, obesity, physical injury that causes lack of activity, genetics, like there's a lot of stuff that can contribute to a person's belief that they are chronically stuck in this problem state, right. And you sell a weight loss supplement. So how many ads and how many attempts and how many sales letters could you write that speaks to each one of those types of people in their individual chronic problem awareness? Right? Quite a few.

Mikhail: Yeah.

Lukas Resheske: I mean, you could probably make an entire company off of nothing but a weight loss supplement for morbidly obese people, right, and talk to problem awareness and basically be like, "This is the only supplement that fixes the hormonal imbalance that is specific to obese people," right? If you have more than 100 pounds on your body that you don't need, your hormones are messed up and I'm about to explain to you why this supplement fixes it. All of that type of messaging is hyper focused on

the chronic-- the chronic "problem aware" person. And you can just rinse and repeat that for the other people who are chronically "problem aware".

With the acute "problem aware" people, if you sell a weight loss supplement, they're immediately searching for a solution, right? They're in a big pain right now. So what is that pain? And what kind of person are they? Because now you're going to get different things. The physique athlete who needs a three day solution to flush water out of their systems so they look super tight for a competition, but they don't know what to do. Okay? That's an audience. That's acute problem awareness. They need to lose the water weight in their body for a competition, they are very specific type of person. That's acute problem, right?

Maybe a bride who has realized to her horror that four weeks away from her wedding she doesn't fit into her wedding dress, and there's no time to send it back and get it tailored. She's two sizes too big. And she needs to not be that way in four weeks. That is an acute problem. Right? And now you can show up and say, the Four Week, you know, Water and Blaster Weight Loss Supplement 9000 or whatever, you know. And you can just keep rolling with that over and over and over again. So hopefully that answers your question, because there's a lot of creativity that comes with not only seeking the right audience, but also crafting the messaging that's specific to their problem and the outcome they want. But this tier is very large and very, very right for copywriters to play in.

Mikhail: Yeah, I think that helps a lot. Yeah.

Lukas Resheske: Cool. So moving up, and ascending from level three "problem aware" we get to level four, which is "desire aware". So a lot of people when I teach this get confused between "solution aware" and "desire aware". The best way to think about it, is that a solution is a thing, they're seeking a thing, they're doing something active, you know, they're googling, they're reading, they are searching for something and they are active in the search for that solution. "Desire aware" is instead of feeling. They exist in life as if something would be nice to have in terms of the outcome or solution that you are ultimately offering. So in our weight loss example with our supplement and with keto and all that kind of stuff, the person is probably overweight or feels as if they want to lose weight in some way. You know, they feel like their figure is not where they want it to be. But it isn't painful. The belt isn't that tight, their pants still fit, their clothes still fit. They haven't gotten any weird stares, they can still lift up their grandkids. Like, the problem is not bad enough to make them "problem aware". They're mostly just kind of uncomfortable and have this feeling of "It would be nice to have if this were the case." That's "desire aware".

Now, just from my description, you can tell that the feeling is vague, right? And the market for this person is very, very broad. It's even bigger than "problem aware" people, because, you know, for every person who is upset and feels like they have a problem with their weight, there are 10 people who still have a problem with being overweight but don't care or don't really like have a big motivation to change. Does that make sense?

Mikhail: Yeah. Yeah, I think the difference that you explained is essentially at some point this "desire aware" may move into "problem aware" is that--?

Lukas Resheske: Yeah, yeah, it could be. Yep.

Mikhail: Yeah? Okay.

Lukas Resheske: I'll make a side note here actually. And I don't want to confuse the topic too much. But awareness levels can change very fast. Think of the awareness level as the conversation going on in your customers' mind. So when you're the copywriter, and you're writing your ad, this is the conversation you're entering. This is the commitment you're making with your ad to start the conversation right here. That's the awareness level. A person, a human being, can move through these awareness levels in their daily lives very quickly. Your goal as a copywriter isn't to like, you know, be a homing missile on this person and like, follow them around and then hit them, right. Your goal is really to shine a flashlight down a really specific area, and everybody walks past that flashlight gets the message. That's pretty much it.

So with your market awareness, and when you write your ads, you're committing to that conversation and that awareness. And hopefully, you're doing it on purpose. Hopefully, you chose to say the things you said the way that you said them in order to reach a certain audience. And now you can basically say, "Did it work? Or did it not work?" Yes or no? Did my assumption hold true? Or did it not? And therefore, now you can test. Now you can understand why perhaps your message didn't work. Or if not why it didn't work, at least you know what you tried, so you can try something different. Does that make sense?

Mikhail: Yeah.

Lukas Resheske: It's an aside, but it's important to understand the distinction.

Mikhail: Yeah, I think that's kind of where I was thinking it's they stay in this one level until something happens that makes them move, move into it. But like you said, it makes more sense. They do move through the different levels depending, yeah,

Lukas Resheske: Yeah. It's a flow. I mean, you can kind of-- if you think about your own life-- you know, I can give a personal example. Just from like a fitness standpoint, right. Maybe I'm operating mostly in "desire aware", you know, I know that I would like my body to look a certain way. I think that, you know, I have certain goals for how I want to look, but it's a "desire aware", you know. I'm not actively seeking something. I'm not, like, stewing in my chronic problem. I'm not having an acute problem, but I'm "desire aware". But I'm scrolling Facebook, and all of a sudden I see this super jacked person and they're like, "I got this way in six weeks and, you know, I used to look like a schlub." And now all of a sudden I'm "problem aware", you know?

Mikhail: Exactly, yeah.

Lukas Resheske: And you know what, maybe that's a copywriter. Maybe that's an ad that I just saw. Because now that person has yanked me from "desire aware" into attention, into problem awareness and they did that on purpose maybe. I don't know. There's lots of different ways to play around with it. But I saw the look on your face. That makes sense, right?

Mikhail: Yeah. And then because-- okay, so you jumped from desire to "problem aware", you read that advertorial or whatever, and then suddenly clickbait. This is something that I could be looking at, and you kind of move into the solution away as a result of that. So yeah, that's kind of how it can work, right?

Lukas Resheske: Yeah, it can work that way. I would caution everyone to not use the levels of awareness as the entire structure of the sales letter. Use them as the conversation starter. That is the thing that is starting and grabbing the person's attention. You know, in the mentorship, I teach attention, interest and intrigue for your headline complex, which is grabbing their immediate, like, 0.3 second, attention. Interest, keeping them for seven seconds just to see if they're interested. And then intrigue, keeping them for another 30 seconds so they get into your piece. That's like the key. Your market awareness is that 0.3 seconds, and maybe that seven seconds. Like you are trying to hit them right there with your messaging, then the sales letter needs to be the sales letter-- the sales piece needs to be the conversion mechanism. That has a whole thing to it.

You know, your lead needs to be on point. The graphics based on the medium need to be on point. There's a whole science to it. But awareness itself is that initial conversation starter, is that grabber, and you're doing that on purpose because-- I mean, you've heard the statistic as a copywriter, 80% of your marketing is in your headline, you know, like, people just pay attention to the what's in the front of the very beginning. It's so important to understand what you're trying to do there and who you're trying to reach so that if it works, you know why and you can build your sales piece off of it. And if it doesn't work, you can test and know what you're doing wrong. Which is a big, big deal for copywriters, right?

Mikhail: Yeah.

Lukas Resheske: So for "desire aware", you can reach "desire aware", like some examples of how to reach "desire aware" people are to pique their curiosity, like curiosity is pretty big for a "desire aware" person and you can also kind of use intensity or use intensification to take someone who is "desire aware" and turn them up a notch into more attentive, you know, whether that's through news oriented stuff, or through, you know, twisting the knife a little bit. You know, you hear that phrase a lot in copywriting, twisting the knife. Some "desire aware" people are actually just ignoring problems that you can then bring to their attention or remind them of or something like that. So in that tier, there are examples and ways to do that. But overall, the "desire aware" people need to be pulled out of their inherent lethargy around their desire and then into whatever message. And usually use that in more indirect means of attention, like less direct offer, less 20% discount, less brand, more like crazy fact, more clickbait, more--

Mikhail: Yeah, more shock, or sort of--

Lukas Resheske: __Shocking __37:06__. Yeah, exactly. Yeah. You know, Michael Masterson has a great book called Great Leads, Mark Ford and Michael Masterson. And he talks about direct and indirect types of leads. But the same goes for attention grabbers. The less aware someone is the more indirect leads and headlines tend to work because they are not in an ad mind, they're not a problem mind, they are in a normal human interaction mind.

Mikhail: Yeah.

Lukas Resheske: So, that's that. Moving along to the final stage of awareness level five is completely unaware. So if "desire aware" is someone who has something, a feeling, in the back of their mind, and they can kind of be pulled out of that with certain curiosity and certain, like, exacerbation and intensification, things like that, the unaware people are by far the largest marketplace of potential target market. Startups will call this your TAM, your total addressable market. So if you are a real estate company, your total addressable market is every single house in your area, you know. It's unlikely that you will sell every single house in your area. But that's the level five aware people. If they don't fit any of the other awareness things and they're still in your TAM, they are level five unaware people.

And unaware people are exactly that. They don't think they have a problem. They don't really have a desire. And they're obviously not seeking solutions or nor do they care or know about your brand, you know. You can't rely on any of those things to reach the unaware people. The unaware people are basically only reached through either some sort of mass adoption event, like some sort of cultural zeitgeist that pops up in their head where-- you know, for example, if they start talking about the keto diet on the nine news in the morning, that might get an unaware person's attention. Because the nine news is telling them about this news event that they previously had no concept of, and now they're like, "Oh, wait, eat fat to lose?" And then they kind of go down the rabbit hole, right?

So that unaware bracket is the largest and a lot of people try to reach it by being generic and being broad and all that kind of stuff, but in general, the way that you reach it is through either some big cultural event or through some sort of personal event in that person's life. You know, if someone's overweight, they don't care that they're overweight, they think that's who they are. They've never had an issue with that. They buy big clothes. You know, their whole family's big, nobody gives a shit. That's kind of the thing. Then they go to the doctor's office and the doctor says "If you don't lose 100 pounds, I'm going to have to put you on statens and you're probably not going to survive five years." Okay, now they are "problem aware" because the doctor just, you know, just gave him a little slap.

And so by ascending through all five of those levels of awareness, you can start to understand the different types of ads and conversation. You know, I don't call them conversations all the time, but you can-- I think about them in terms of conversations, because that's where the ad starts, you're entering the conversation that goes on in their mind. And those levels of awareness really let you know where you want to start that because you have the choice. There are people that exist at all five of those layers of awareness, all the time in every market. The specifics of how they experience those layers is unique to the person and to the market. Now a person who experiences problems with weight loss is going to have a different experience if they're a bride who needs to lose two dress sizes, or a, you know, a person who has to lose 200 pounds, very different people, still "problem aware", just different problems. Right?

Mikhail: Yeah.

Lukas Resheske: But the beginnings of understanding why you're trying to do something is nested in that levels of awareness.

Mikhail: I think you kind of covered everything there and you kind of went through it as we went through each of the levels, but for someone who's just starting out, what would be like a quick and __dirty __41:25__ way for them to quickly assess what level of awareness their prospect is at? Like, how could they do that?

Lukas Resheske: Okay?

Mikhail: I mean that gets in to the market research side.

Lukas Resheske: Yeah. Actually it's good that you asked that question, right. So first off, there's two parts to that. First off, just starting out, what does that mean specifically? And I'll get back to that, because the second part-- come back here-- the second part is, where's the prospect at?

So I'm going to answer the second part first. Your prospect is everywhere. You have a total addressable market and people inside that total addressable market are at each of the five levels of awareness right now. There are individuals who are everywhere. Unless you are brand new with no experience whatsoever in the marketplace and nothing, absolutely nothing, then you don't have any "you aware" people, any level one people because no one knows who you are, right.

It's kind of funny multi-level marketing companies operate under the assumption that there is always a "you aware" audience. You have friends and family who know who you are. And they exploit that by telling you to go sell it to your friends and family and then, you know, using their friends to go-- and that's how they do it, right. So, I would argue that every single human being has a "you aware" audience, but maybe not for the thing that you want to sell and maybe not in the way that you want to sell it, right.

So with that said, the second part of your question, where's the prospect at? They're everywhere. You have a total addressable market for a product and within that addressable market are the five levels of awareness. Period. Just is the case. Now the first part is where do you start, right? Or for someone who's just starting out, where do you start, is that the kind of first part of it, right?

Mikhail: Yeah. So yeah, let's say you're going to start working on a new promotion, you want to-- they've kind of given you an idea of what the product is, who you plan on targeting ,how can you then find out where to start in terms of where that target market, what their level of awareness is?

Lukas Resheske: Like the best potential success, like, where--

Mikhail: Yes, yeah.

Lukas Resheske: __44:04__ opportunities?

Mikhail: Yes, yeah.

Lukas Resheske: Okay. So let's say you are a copywriter and a client comes to you with a project and says, "Here's our product. We want you to write an email series for that product to promote the

product," right. You can ask a couple questions. You can say, "Okay, have they heard this product before?" "Yeah, they have. This is just a new email series to promote the product." "Okay, and it's just to your email list, right?" "Yes, just to our email list." "Great." Level one aware, they're "you aware" because it's their internal email list and they've already heard of the product, right. So now as a copywriter, I'm like, "Okay, how do I maximize the return on this level one audience? Do I tell an interesting story that they've never heard before? Do I call out different pieces of the product that they've never talked about before? Do I tie it in with some, you know, interesting new factoid that no one has talked about yet?" You can start to strategize based on now your understanding of the project, right, 'cause the client has brought you a brief and you kind of understand where you're starting from that regard.

Let's say it's not that easy. The client says, "Hey, I have a new product and I want to drive cold traffic to it." "Okay, I haven't written a copy yet. Here's the product. Here's what it does. Here's what I think-- here's who I think it's for and I'm going to spend $5,000 on Facebook ads and I need you to write the copy for it." That's a harder problem, right? Because now you have a entire total addressable market, $5,000 of ad spend, your fees riding on the success of this promotion. It's tougher. And so in order to try to make this as successful as possible, you start asking questions of the client.

You say, "Okay, do you have an existing audience of people? They say, "Yeah, we do. We have a Facebook page full of 10, 000 people. We have an email list, 5,000 buyers, all that kind of stuff, but this is a brand new product and we're going to cold traffic." "Okay. Is it possible to create lookalike audiences of your existing buyers?" "Yeah." "Okay, cool." You know, now I've got a lookalike audience of existing buyers who I can tell are either "you aware" or "solution aware" because they bought a product in the past. Does that make sense?

Mikhail: Yeah.

Lukas Resheske: I'm using tactical awareness to start figuring out market awareness. And so as I'm crafting that new thing, I'm going, "Okay, so now that I can get a lookalike audience and now that I can get like certain buyers and stuff like that, I know they have a Facebook page built up and all these, what's the best message to go after if I'm going after a lookalike "solution aware" audience on Facebook?" Now, I'm going to go to competitors and I'm going to go to buyers of the similar products and start looking at customer reviews, and start looking at what people are saying about buying, about actively buying the thing and the solution because now I'm seeking what "solution aware" people are talking about in the marketplace. Does that make sense?

Mikhail: Yeah, yeah.

Lukas Resheske: And once I do that, I'm going to go, "Okay, after all my research, here's what I figured out. Everybody who's buying this product is complaining about these two things. Number one, it's not bioavailable. And number two, it's, you know, it takes forever to ship, okay." So my new piece is going to be around this supplement is only effective if you use this ingredient, otherwise you it's a waste of money. Otherwise you're just pissing it out, right. That's a pretty good argument for multivitamins is you're just going to pee out the majority of the vitamins, right. And then start going from there. And

your promotion starts building because you are asking questions in a line with, how do I narrow down the market awareness? How do I narrow down what I'm trying to reach?

You can skip the research in the beginning and do it on the back end if you just arbitrarily decide on a level of awareness that you want to write for. Because there are people everywhere, right. You can arbitrarily decide. So client comes to you, $5,000, brand new product, go make this work. You go, "Okay, I'm going to write a "problem aware" promo. I just am. I'm going to find an audience that has a problem and I'm going to write to that audience. Now you're going to go try to find that audience and find their problems, do that research and then write a piece based on that. You can go either direction, but the key is narrowing down and then doing research to validate and optimize that messaging.

Mikhail: Right. And the caveat, I guess, with that second approach is, you know, you don't know if that is the actual best sweet spot of the market in terms of those are going to be your best buyers, right?

Lukas Resheske: Yeah, you don't know that, especially if you just decide randomly.

Mikhail: Right.

Lukas Resheske: The first example I gave of going "solution aware" and buyers, it's always good to bet on buyers. So if I had a hard project like that where they just basically said, "Here's-- you know, we're throwing cash at this, so figure it out." Then I'm naturally going to go lower on the levels of awareness because I know that it's easier to go after "you aware" and "solution aware" people because those are the most active. Those are the people who are the deepest in the buying cycle at this point. And so if I want to make things easier for myself, I'm going to try to start there. And, you know, if for some reason I can't, maybe there's not a lot of buyer information, maybe the client's brand-new, maybe it's a brand-new product, maybe-- I don't know, something, then I can start moving up. But now I've gotta do a lot more work, a lot more research, a lot more understanding of psychology and copywriting in order to make that promotion as effective as possible.

Mikhail: Yeah, that sounds good. And then thanks Lukas. I think you've given us a really good breakdown of those levels of awareness. And, you know, how people can start using them in their copy projects and even-- I guess you can even use it in terms of as a copywriter looking for clients. You can think about the business owners who are already looking to hire copywriters. And those will be a lot easier to get jobs from as opposed to people who are lower-- higher on the awareness level that, you know, they know they have a business problem, they don't have enough __50:35__ or whatever and they don't really know where to go together. So that's-- you know, you can use it in that sense as well.

Lukas Resheske: Exactly. Exactly, yeah. If someone is buying something, there is levels of awareness involved.

Mikhail: Yeah.

Lukas Resheske: So, yeah, exactly.

Mikhail: All right. Well, thanks Lukas. Thanks for being a part of the Health Copywriting Profits. Where can our viewers go to learn some more about you, your products and services?

Lukas Resheske: Easiest way is either my name on Facebook or my name dot com. So lukasresheske.com. Or just search Lukas Resheske on Facebook. The best place to get my thoughts and my stuff is on my email list, which is accessible from both of those locations. So either go to my web-- one of the things I talked about earlier too is additional resources. The entire first version of my mentorship program is online for free. You can access it from my website lukasresheske.com and it's also on YouTube.

So, just search my name on any of those and you will start to find the resources that I've got out there.

Mikhail: All right, awesome. All right, thanks Lukas.

Lukas Resheske: Awesome.