RISING AMBITIONS CONCEPTS



WRITE WHAT SELLS

The RAC Copywriting Blueprint

EXPANDED EDITION

Justin Yang

RISING AMBITIONS CONCEPTS

BEFORE THE WORDS

Why this is a RAC resource

Writing copy is one application of how I understand people.

Before I think about headlines, offers, or selling, I want to understand who I’m speaking to.

What do they want?

What do they already believe?

What does their current situation mean to them?

And what would actually change the way they see it?

That’s where Identity, Meaning, and Perception start showing up.

In Write What Sells, I’m using a real piece of copy I wrote to demonstrate that process.

Not just what I wrote.

But why I made those decisions, what I was trying to communicate, and what happened afterward.

You can use this guide to improve your own sales copy.

That’s the practical benefit.

But there’s a bigger idea underneath it:

Before you try to change someone’s mind, understand how they’re already seeing the situation.

That’s the part I want you to take with you.

— Justin Yang

IDENTIFY WHAT CONVERTS

BEFORE YOU WRITE, KNOW WHO YOU’RE TALKING TO.

Good copy starts before the headline.

You’re entering a conversation your buyer is already having.

Your job is to understand that conversation before trying to change it.

THE 7 QUESTIONS

WHAT HAS ALREADY WORKED?

“What has this audience already responded to, asked for, or bought?”

1. WHO ARE THEY?

Who specifically has the problem your offer helps solve?

2. WHAT DO THEY WANT?

What result are they already trying to get?

3. WHAT HAVE THEY TRIED?

What solutions, strategies, or advice are they already using?

4. WHAT DO THEY BELIEVE?

What do they currently think is preventing the result?

5. WHAT MIGHT THEY BE MISSING?

What overlooked issue, distinction, or opportunity can you genuinely show them?

6. WHY SHOULD THEY BELIEVE YOU?

What real evidence, experience, demonstration, or result supports your message?

7. WHAT ARE YOU SELLING?

What does your offer actually deliver, and how does it help?

THE SALES ANGLE

Complete these sentences:

My buyer wants:

_____

They currently believe:

_____

What they may be missing:

_____

My offer helps by:

_____

The evidence I can show:

_____

THE RULE

Meet them where they are. Lead them toward something worth buying.

Bridge the Connection

FOLLOW THE SEQUENCE. FILL IN THE BLANKS.

Lead with the solution and desired result, not a dramatic description of pain.

01 — HEADLINE

Purpose: Get attention with something the buyer already wants.

START WITH:

Get [desired result] without [specific obstacle].

Or:

A better way to [desired result].

02 — SUBHEADLINE

Purpose: Explain the opportunity and why it matters.

START WITH:

Discover how [solution] helps [specific audience] achieve [credible outcome].

03 — BODY

Purpose: Make the reader feel understood.

START WITH:

You've probably tried [current approach] because [understandable reason].

And that makes sense.

But there's something worth looking at.

04 — CONSEQUENCES

Purpose: Show the real cost of continuing with the wrong approach.

START WITH:

When [overlooked problem] stays unresolved, [specific consequence] can continue.

Avoid threats, exaggeration, or invented urgency.

05 — SOLUTION

Purpose: Present a better way forward.

START WITH:

Instead of [old approach], start with [better approach].

Here's why that matters: [simple explanation].

06 — PROOF

Purpose: Give them a reason to believe.

START WITH:

Here's what supports this: [real result, example, evidence, or demonstration].

A hypothetical example can explain the logic, but it is not proof of customer results.

07 — OFFER

Purpose: Make the value clear.

START WITH:

With [product or service], you get [specific deliverables] so you can [realistic benefit].

The investment is [price].

08 — ACTION

Purpose: Tell them exactly what to do next.

START WITH:

Get [offer] at [purchase link].

Or:

Book [specific session] at [booking link].

Use one clear call to action.

THE RULE

Sell the result. Explain the method. Prove the value. Ask for the sale.

SEE IT IN ACTION

KOU LEE / ORIGINAL POST / 1 OF 3

OPENING
Curiosity + a human voice

It's been an interestingly long enough time for me to finally put this out there.

So if you're new here, no worries

I'm getting to know him as well.

Let's start this introductory together and learn who Kou Lee is.

Staggering to find balance in his life, Kou always jumped job to job,

Serving plates, tying napkins into ribbons and scrubbing the dried ox bone riblets with skewed bbq sauce off plates while everyone sips on their whiskey on rocks with scrounged up dollars on the black tab.

Life seemed like a circus...always wearing different costumes...always trying to impress the crowd for 3 peanuts, a hat and a shock collar.

Somewhere along the lines, he never really remembered signing for an opening act.

RECOGNITION
Specific scenes make struggle tangible

STORY TURN
An unexpected event keeps us reading

That is till a freezing Thursday lunch break, Jan 11 2007, he beat a crew cut in a "I betcha I can do more push ups than you", competition.

He won the bet.

Next thing you know,

He gets a brand new hairstyle and gets shipped out to serve his country, trenching 2 tours in Iraq and Afghanistan.

SEE IT IN ACTION

KOU LEE / ORIGINAL POST / 2 OF 3

CONTRAST
Stability sets up the reversal

After 4 years of dust, desert, and a stench of oil barf in the back of his throat, a proud marine returned home.

Organized, uniformed, and stable.

With that, every accomplished man needs his happily ever after,

And so he got married to the woman of his dreams and had 2 beautiful daughters.

But like all your favorite classics,

It was short lived and the white picket fenced peeled grey with nothing left but crumbled up Newport butts, a room littered with the most expensive and the cheapest bottles,

Honestly...

With all them empty booze bottles, he could've just started a recycling company.

STAKES
Loss becomes concrete; humor keeps the voice human

NEW POSSIBILITY
Trading enters as the turning point

Then, in January 2017,

He discovered trading.

That was when everything changed.

Despite his divorce crashing into him and inevitably becoming a haunting memory...

He put everything in God's hands

Kou the cardboard boxer had become Kou the Krazed Trader.

He had made it he thought.

There was nothing more than mere success that would make him happier in life.

He proved the ones who doubted his worth and shut the mouths of all his naysayers.

Even after generating over 300K in profits,

With 7.5 years in trading industry, gaining a vault filled with complied strategies, resources, and a great network of the most intelligent traders and software developers

CREDIBILITY CLAIM
Experience and results are stated in the post

SEE IT IN ACTION

KOU LEE / ORIGINAL POST / 3 OF 3

DEEPER DESIRE
Success gives way to meaning

Something was still missing...

Flashbacks of the U.S. Marine days in the desert storms with his platoon and looking back at his now civilian life made him ask the most interesting question...

What's all this for?

What was the point of all this?

Only 3 answers came...

Family, Love, and God.

VALUES
A reason to identify with the person

Family is the reason for him wanting to leave a legacy behind for his two daughters

Love is the reason why he had to endure all these lessons to place him in the position to help others

And God is the reason he was called to do something that is more than himself.

READER BRIDGE
His story becomes their desired future

So now, Kou's mission is to help all those who want to break out of the 9-5 cycle.

Make the kind of money they want to and live the life they deserve

On their own terms and in their own way

OFFER INTRO
Names the method; details come later

Thus, the regeneration and the founding of

The KLT Method & The Trader's Arc

Thank you for listening to my story

I hope you now know who Kou Lee is.

INVITATION
Self-selection and an easy next step

If this is what you want to achieve and the path you want to go with your life

Check the comments below or feel free to send me a private DM

God Bless

Let’s Break This Down

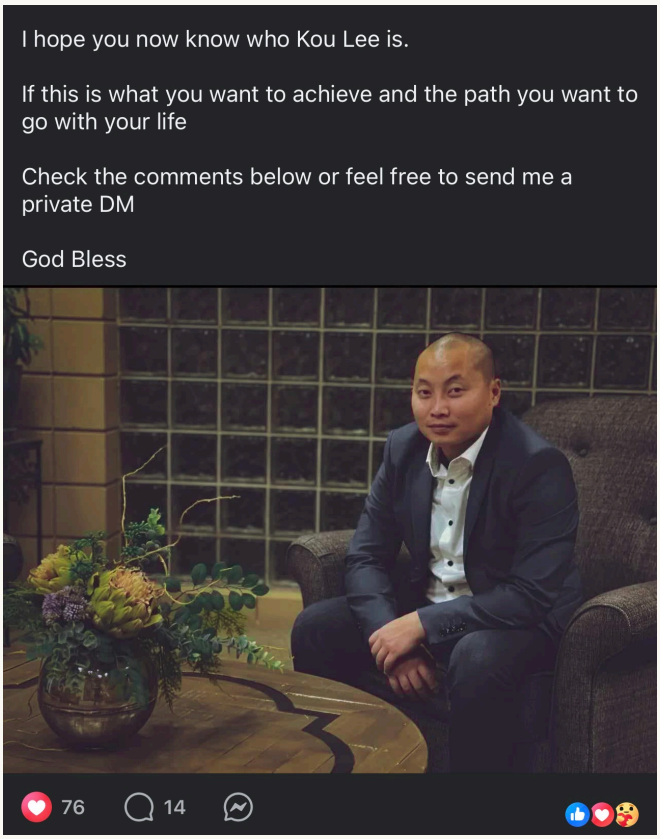
STORY → CREDIBILITY → DESIRE → CONVERSATION

ORIGINAL POST

Published under Kou GT Lee on November 6, 2024. Copy authored by Justin Yang, as supplied for this manual.

REPORTED OUTCOME

This copy booked 2 months of appointments and collected $2.5K.



WHAT THE POST DOES

The opening invites curiosity. The job scenes make the person tangible. Military service, family, loss, and humor give the story stakes and a recognizable voice.

The trading turn introduces a new possibility. The stated profits, experience, resources, and network act as credibility claims. These are the post’s stated credentials.

The question “What’s all this for?” shifts the motive from achievement toward family, love, and faith. The mission then connects his experience to the reader’s desire for freedom.

WHERE THE SALE BEGINS

The KLT Method & The Trader’s Arc are introduced.
The post deliberately leaves the offer details for the next conversation, building curiosity and giving interested readers a reason to respond.

The invitation sends interested readers to comments or a DM. This is a conversation-starting post; the visible copy does not show the full appointment or closing process.

HOW TO USE THIS EXAMPLE

Choose a true story your audience can recognize. Use concrete details, show the turn, connect it to their desired future, and give them a relevant next step.

This post uses a different order from page 2. Learn the job each passage does; do not force every story into the fill-in-the-blank sequence.

THE PRACTICAL TAKEAWAY

The post makes a person worth listening to before asking for a conversation. It explains who he is, why he cares, and who he wants to help.

WHAT'S REALLY HAPPENING UNDERNEATH THE COPY?

IDENTITY

Kou's story establishes who he has been, who he became, and why his mission matters.

MEANING

The turning point isn't simply his trading success. It's the question of what that success was actually for.

PERCEPTION

The reader encounters a human story before being introduced to a commercial offer, which may influence how they interpret the person behind it.

THE APPLICATION

Understanding those three things helped shape how I introduced Kou, built the story, and connected his experience to the audience.

These are interpretations of how the post is constructed, not proof of exactly what individual readers believed.

TEST WHAT SELLS

YOUR JOB ISN'T FINISHED WHEN YOU HIT PUBLISH.

Your message is a hypothesis.

The market gives you information.

Don't rewrite everything just because something didn't work once.

STEP 1 — PUT IT IN FRONT OF THE RIGHT PEOPLE

Use the message in one relevant place:

- A sales page
- An email to people who agreed to hear from you
- A promotional social post
- A conversation where the offer is relevant
- A direct message when there is a genuine reason to reach out

Pick one.

Publish or send it.

STEP 2 — WATCH WHAT ACTUALLY HAPPENS

Track:

People reached: _____

Interested replies or clicks: _____

Qualified conversations: _____

Offers made: _____

Sales: _____

Revenue collected: $_____

Don't invent numbers or treat tiny samples as conclusive.

STEP 3 — FIND THE BREAK

Nobody saw it?

Investigate distribution.

People saw it but didn't engage?

Investigate audience fit, headline, and relevance.

People engaged but didn't understand?

Investigate clarity.

They understood but weren't interested?

Investigate desire, timing, and offer fit.

They wanted it but didn't believe it?

Investigate proof, trust, and risk.

They believed it but didn't buy?

Investigate price, priority, friction, and fit.

They bought but were disappointed?

Investigate the promise and delivery.

These are places to investigate, not automatic diagnoses.

STEP 4 — CHANGE ONE THING

Choose the most likely constraint.

Make one meaningful improvement.

Test again.

Keep track of what happened.

THE RULE

Don't change the copy just because you're nervous. Change it because you learned something.

YOUR SALES WRITING CHECKLIST

USE THIS EVERY TIME YOU SELL.

BEFORE WRITING

☐ I know exactly who I’m talking to.

☐ I know what result they want.

☐ I understand what they’ve already tried.

☐ I know what they currently believe.

☐ I can explain what they may be missing.

☐ I have an actual offer to sell.

WHILE WRITING

☐ Headline — Desired result.

☐ Subheadline — Better opportunity.

☐ Body — Their current reality.

☐ Consequences — What staying the same costs.

☐ Solution — The better way.

☐ Proof — Why believe it.

☐ Offer — What they get and what it costs.

☐ Action — What to do next.

BEFORE PUBLISHING

☐ The opening feels relevant.

☐ The writing sounds human.

☐ The promise is believable.

☐ The offer is understandable.

☐ The proof is honest.

☐ The price and next step are clear.

☐ There’s one primary action.

AFTER PUBLISHING

☐ I put it in front of relevant people.

☐ I tracked what happened.

☐ I listened to the response.

☐ I identified what deserves investigation.

☐ I changed only what the evidence justified.

WHEN YOU GET STUCK

Ask yourself:

WHAT DO THEY WANT?

WHAT DO THEY ALREADY BELIEVE?

WHAT AM I HELPING THEM SEE?

WHY SHOULD THEY TRUST THIS?

WHAT AM I SELLING?

WHAT SHOULD THEY DO NEXT?

THE RAC SALES LOOP

UNDERSTAND → WRITE → OFFER → TEST → LEARN → IMPROVE → REPEAT

THE FINAL RULE

Give them what they want. Help them see what they need. Make a credible offer. Let reality tell you what to improve.

CHOOSE HOW YOU SELL

TWO WAYS TO OPEN. SAME JOB: CREATE A REASON TO ACT.

You don’t have to sell everything the same way.

Sometimes the buyer needs a clear solution.

Sometimes they need to understand the person behind it.

Choose the doorway that fits the situation.

PATH 01 — DIRECT SALES COPY

USE WHEN: People already recognize the problem and are considering a solution.

WRITE IN THIS ORDER:

1. HEADLINE — The result they want.
2. SUBHEADLINE — The better opportunity.
3. BODY — What they’re currently experiencing.
4. CONSEQUENCES — What staying the same may cost.
5. SOLUTION — What needs to change.
6. PROOF — Why they should believe it.
7. OFFER — What they get and what it costs.
8. ACTION — What to do next.

THE GOAL: Help someone understand why this offer is worth buying.

PATH 02 — STORY-LED COPY

USE WHEN: People need a reason to care about the person, mission, or experience behind the offer.

WRITE IN THIS ORDER:

1. OPENING — Give them a reason to keep reading.
2. RECOGNITION — Show a real, relatable situation.
3. TURN — Something meaningful changes.
4. STAKES — Show what was at risk or lost.
5. TRANSFORMATION — What happened next?
6. CREDIBILITY — What real evidence was earned?
7. DEEPER DESIRE — Why did it ultimately matter?
8. READER BRIDGE — How does this connect to something they want?
9. INVITATION — Give them a relevant next step.

THE GOAL: Make someone care enough to want the next conversation.

THE KOU LEE EXAMPLE

The original post on pages 03–05 uses story-led copy.

It introduces Kou as a person before presenting his trading method.

The military experience, family, personal losses, and trading journey create a progression.

His question, “What’s all this for?”, reveals a deeper motivation.

The post then connects his experience to an audience seeking greater freedom.

The method appears near the end.

The invitation leads to comments or direct messages.

Reported outcome: Two months of booked appointments and $2.5K collected.

This is a reported business outcome, not verified proof that the post alone caused those results.

The visible post also does not show the complete sales or closing process.

WHEN NOT TO TELL ANOTHER STORY

“If people already care about you but aren’t buying, don’t automatically tell a better story. Find out what they still need to believe about the offer.”

NOW TRY IT WITH YOUR OWN BUSINESS

1. THE PERSON

Whose real experience or story can introduce the offer?

2. THE TURN

What actually happened that changed something?

3. THE PROOF

What true, supportable evidence can you show?

4. THE BRIDGE

What does this story have to do with something your buyer already wants?

5. THE INVITATION

What relevant action should they take next?

THE FINAL CHECK

- ☐ My opening gives the right person a reason to care.
- ☐ Every important detail moves the message forward.
- ☐ My evidence is real and supportable.
- ☐ The reader can see why the offer matters to them.
- ☐ The next step is clear.

THE RULE

Don’t copy the structure blindly. Understand the job each part is doing.

Direct copy makes the opportunity clear.

Story-led copy makes the person and mission worth caring about.

Both must earn attention, establish belief, and lead somewhere useful.

THE WORK BEHIND THE WORK

Writing copy is one example.

The same questions apply when you’re trying to understand why a business isn’t growing, why a decision feels difficult, or why something you keep changing isn’t producing a different result.

What do I actually know?

What am I making this mean?

What am I missing?

What deserves to change?

That’s the work I explore through Rising Ambitions Concepts.

If this guide helped you see something differently, there’s more to explore through RAC.

See for yourself.

— Justin Yang



Identify.
Bridge the connection.
Write What Sells.

Let reality tell you what to improve.

Justin Yang