

Avatar:

Jason, 23, is seeking to swim faster and win swimming competitions. He is currently an average swimmer and is now looking to raise his standards and outswim elite swimmers. He is a business owner so he has all the time in the world to work on his passion (swimming).

Current State:

Jason just has average speed in swimming and is looking to go even faster. He is not an elite-swimmer and wants to become one because it's his passion. He seeks the respect of the swimming world that he is a great swimmer after all. He wants the status but is far from it.

Dream State:

Jason is now an elite swimmer and is swimming at an elite pace. He is so fast that he is now swimming 1st place at competitions. He now has massive respect from the swimming community and is now considered a great swimmer where he can even compete as a professional swimmer.

Roadblock:

Jason needs to perfect his swimming techniques and has to do it the correct way. He just learned how to swim by himself and never from an elite mentor so he needs to adjust and learn how to become a better swimmer if he wants to ever compete against the elite swimmers of the world.

Solution:

Jason is given tutorials and video instructions which are step-by-step and detailed to perfect his technique and swim at a faster pace. He needs to go and apply what he learned from elite swimming coaches and keep working on his craft in order to become the elite swimmer at the top of the mountain.

Product:

Training camp for any level. Located in San Diego, California.
The camp is 5 days and costs about 1100 USD

Purpose Of Copy:

They have a newsletter which sometimes gets sent to spam based on the warning line.
So I decided to help them improve their copywriting services.

Email

Subject Line: Unlock Your Swimming Turbo Engine in 5 Days

Trailing behind by 0.3m in a swimming race for 1000\$...

Sean kicks into full gear and with great technical ability manages to blow past his opponents and finish 1st place!

He then claims his prize and declares that this is only the beginning as he is now invited to compete in professional races!

Before all this triumph, it wasn't always like this with Sean. He used to be a turtle in the water and swim very slowly...

What happened? How did he overcome such bad starts?

Time to rewind...

Sean couldn't stomach finishing 6th or 7th in a swimming competition and would walk home emotionally as hell!

He would complain and talk about his losses to his family and friends in a relentless manner that it was getting boring. Nobody cared as much as him...

So he decided to search the web on his own on how to swim faster and stumbled upon Skill Swimming. He saw they had a technological analysis that could show him how to swim faster.

He decided to apply for their 5 day camp and became a swimming menace.

With the help of underwater cameras, he was able to see his technical mistakes and change them. Thus being able to swim at a faster pace...

Taking full advantage of Skill Swimming, he started winning 1st place at several competitions. Fulfilling his passionate needs and loving life even more.

He is now far from the slow-paced sea turtle he once was...

If you're like Sean and want to win in these swimming races, then click the link below:

[Start swimming at an elite pace and become a monumental swimmer who garners respect](#)

Re-Write:

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How did he overcome such bad starts?

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He would complain and talk about his losses to his family and friends in a relentless manner. Nobody cared as much as him...

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He decided to apply for their 5 day camp and with the help of underwater cameras, he was able to see his technical mistakes and change them. Becoming a swimming menace!

Taking full advantage of Skill Swimming, he started winning 1st place at several competitions. Fulfilling his passionate needs and loving life even more.

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If you're currently like Sean who wishes to become a dominant swimmer, then you're exactly what we're looking for!

To begin your journey towards swimming glory, click the link below:

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