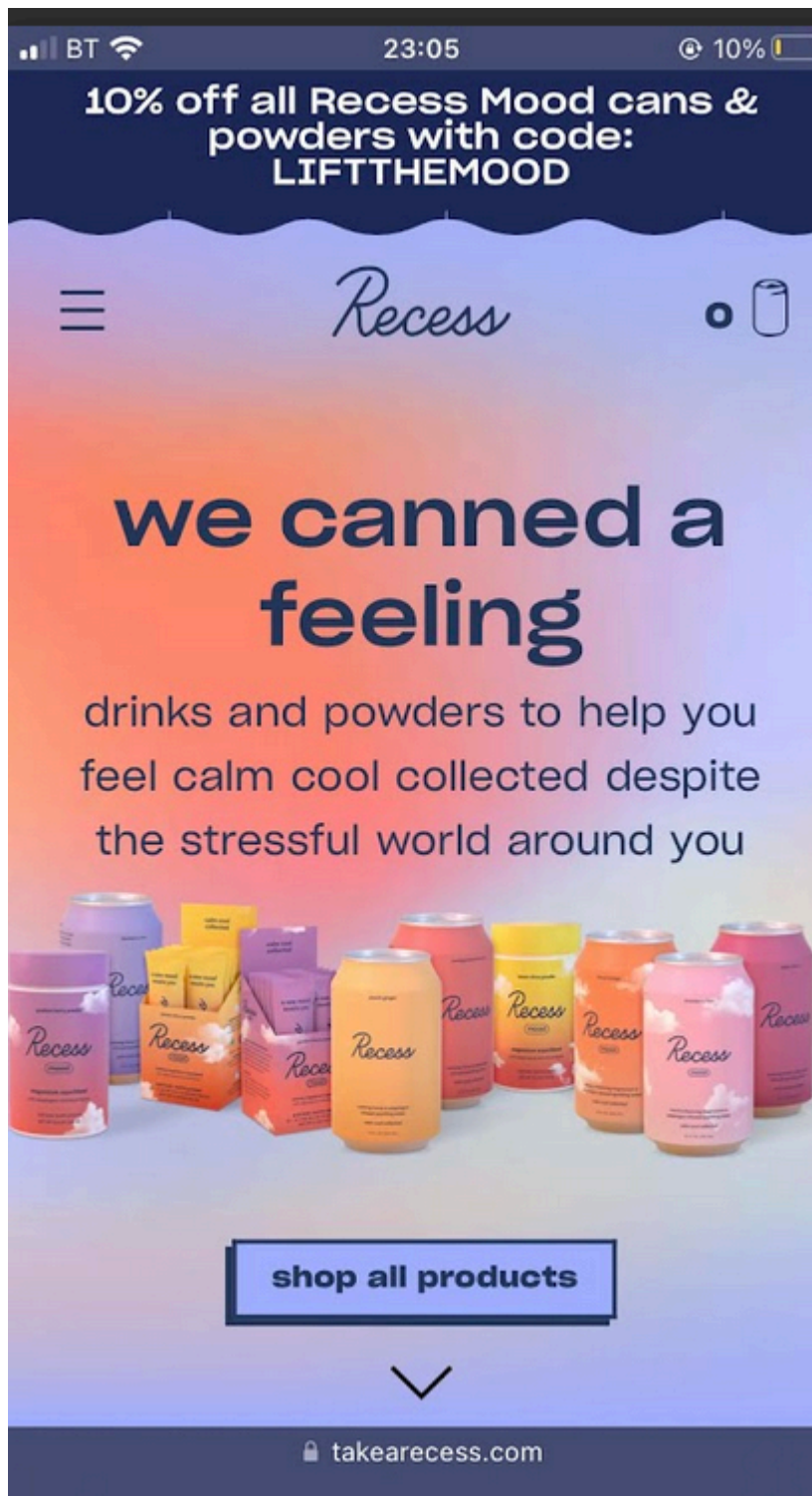




So this is a photo from Andrew's swipe file and this is an exercise to write a PAS copy.

My client is selling drinks & powders that help you feel calm, cool, collected despite the stressful world around you.

Business objective - get people over the edge with emails vis PAS copy

1. Who am I talking to?

- a. 30-60 year old people
- b. They are hard working
- c. they like to relax in the evening

2. Where are they now?

- a. They clicked the ad above and are on my page but they are not sure if they want to buy so the sign for an email newsletter.
- b. Current state
 - i. They are tired, not focused, they lack balance during the day, they want to let go of the day's hustle.
 - ii. In order to do that they drink alcohol to calm themselves and not to think about it which makes them feel angry at themselves the next day
- c. level 4 of market awareness
- d. Stage 5 of market sophistication- we trigger stage 3 (new mechanism is this relaxation drink)
- e. Their dream state:
 - i. They don't stress so badly about their work
 - ii. They feel relaxed without having to damage their health.
- f. the belief in product is pretty high as they have read many testimonials at our page, I think it's close to the threshold but not over it yet
- g. the belief in company is even higher thanks to testimonials and the collaborations with some influencers at instagram also the page is really nicely done, i think it's over threshold
- h. the pain/desire threshold is low and current pain and feeling isn't over yet

3. What do I want them to do?

- a. I want them to read my email
- b. Make them buy my product

4. What do they need to think/feel/experience, to do those things?

- a. I want them to read my email
 - i. grab their attention via SL by reminding them of their pain/desire
 - ii. tease and talk about the pain/desire more
- b. Make them buy my product
 - i. amplify their pain
 - ii. describe their dream state
 - iii. -10% offer

PAS Framework

Email script

SL: Best way to relax after a long day

Did you ever want to unwind after a long day of work?

And the only way you could think of was to drink alcohol.

You always promise yourself only one glass...

But it always ends up on a whole bottle.

The next day instead of being focused and having a lot of energy you end up with a hangover and inability to work.

Doesn't it feel frustrating to know you shouldn't do something but do it anyway?

Doesn't it make you angry that you can't even say NO to yourself when you know you should?

If you are tired of drinking all the stress away and are ready to feel much more focused, relaxed and healthy throughout the day.

Then click the link to buy our product on a -10% discount, and feel as relieved as many of our previous customers.(link)