

Scenario 1: Fitness Enthusiasts

Target Audience: Fitness enthusiasts aged 25-45 who are looking to enhance their workout routines.

Type of Email: Promotional Email for a New Fitness App

Pain Points/Desires:

- Pain Points: Lack of variety in workouts, difficulty tracking progress, lack of personalized workout plans.
- Desires: More engaging workout routines, easy progress tracking, personalized fitness plans.

Awareness Level: Problem-aware (they know they have issues with their current workout routines but may not know about your specific solution).

Sophistication Level: Low to moderate (they are familiar with fitness apps but may not know the specifics of advanced features).

Context: This email is sent to individuals who signed up for a free eBook on "Top 10 Ways to Enhance Your Workout Routine" from your website.

SL: Stop going to the gym

Hey %FIRSTNAME%,

In this email I wanted to share some of my knowledge I gained after 6 years of going to the gym.

See, A lot of people ask me for advice and the first thing I say is:

If you can't track yourself don't go to the gym

Otherwise you are just wasting your time,

But I get it, it's easier said than done.

Hear me out..

..Have you ever seen 2 exact same looking humans?

No, right?

What I'm trying to say is that everyone has a different body.

We may have similarities but still... Everyone is different.

And what works for him may not work for you and viceversa,

So if you aren't tracking yourself there's no way you can know what is and isn't working for you,

Basically you are throwing out all that potential gains while wasting endless time doing the exact same workouts..

At least that's how it was for me (my physique showed it),

..It wasn't until I really learned why tracking yourself is so important that I started achieving my dream physique,

So that's why I'm releasing TRACKX,

See, 30 ACTUAL DAYS, is the only that will take to see results with my app,

Because.

- You'll know exactly what workouts do and when for MAXING your gains,
- What and when to eat according to your goals
- You'll get a personalized fitness plan for every type of goal you want to achieve

And the best part, it's easy to operate so **you won't have problems with tracking,**

So, if that is what you are looking for,

You should start the free trial and let the results speak for themselves,
[click here](#)

To your gains,

Pelaez.

Scenario 1.2: Fitness Enthusiasts

Target Audience: Fitness enthusiasts aged 25-45 who are looking to enhance their workout routines.

Type of Email: Promotional Email for a New Fitness App

Pain Points/Desires:

- Pain Points: Lack of variety in workouts, difficulty tracking progress, lack of personalized workout plans.
- Desires: More engaging workout routines, easy progress tracking, personalized fitness plans.

Awareness Level: Problem-aware (they know they have issues with their current workout routines but may not know about your specific solution).

Sophistication Level: Low to moderate (they are familiar with fitness apps but may not know the specifics of advanced features).

Context: This email is sent to individuals who signed up for a free eBook on "Top 10 Ways to Enhance Your Workout Routine" from your website.

SL: Don't go to the gym

What up %FIRSTNAME%,

Today I woke up and decided why not share some hard earned value with you,

After all you are the ones that make my everyday so thank you ;)

See, This is by far the best lesson I've learned after hitting the gym for 6 years,

And no it isn't mixing monster with pre workout for a better "pump"....

..(That day I could feel my heart beating in my throat going 180 bpm hahahah)..

...Anyways,

The first year I started going to the gym I barely saw any results and had no clue why

So, after skinny Peleaz did some research

it all came to light...

..And was because I wasn't tracking myself,

Yea, I know, not that exciting.... But this mf can become or the best fucking cheat for gains or your biggest fucking enemy

Because tracking is ahhh.. tedioussssss asf,

And because of that I didn't know what was and what wasn't working for me..

That was an sh*t EXPENSIVE lesson (1 year of barely progress) so make sure to learn from this and track

EVERYTHING,

“But Pealez I know what is working for me”

Dawg, I promise if you're actually doing the workouts, getting the food and still not putting on size, it might be that you need to try different things.

You should track this

- Food intake (calories)
- Workouts done
- Performance
- Recovery time

So you can know what is and isn't working for you.

This is the best CHEAT for maxing your gains.

Remember this: “your inputs are your outcomes”, this applies for almost everything..

So if you aren't tracking yourself, don't waste time going to the gym.

If you have problems with tracking I recommend you to use my fitness app, it's easy to operate so you won't have any problems with that.

If you haven't tried it yet, I'll hit the link below:

link

To your gains,

Pelaez

SL: Don't go to the gym

Hey %FIRSTNAME%,

Today I decided to share some hard earned value with you,

See, 6 years of going to the gym have taught me a lot.. But in this email I'll share with you the best lesson I've ever learned.

And no it isn't stopping your heart with pre workout and monster hahaha.

Anyways,

The first year I started hitting the gym I barely saw results.

"Tf WHY??!" Skinny Pelaez thought tons of times..

And after researching for a while I knew what was the reason..

..And was because I wasn't tracking myself,

I really didn't want to believe it.

At first I thought that wasn't important, but..

...I underestimated,

See, Tracking is like that progress bar you see in some video games, it allows you to know when you're making progress and at what pace,

So make sure to track,

EVERYTHING

"But Pelaez I know what is working for me",

But dawg, I promise if you're getting the food, workouts it might be that it doesn't work that well for you.

Track food intake, workouts done, performance, recovery time...

This is a CHEAT for maxing your gains,

Always remember this "Your inputs are your outputs", this applies for everything...

So if you aren't or you're having problems tracking yourself, download my free cheat and max out your gains (my fitness app)

I'll just hit the link below:

Link

To your gains,

Pelaez

SL: Don't go to the gym

Hey %FIRSTNAME%,

Just wanted to share some value real quick

one of the best lessons i've learned after 6 years of hitting the gym is..

Track yourself.

I'll allow you to know what is and isn't working for you,

"But I know what is working for me"

But dawg, If you're getting the food, getting the workouts done and still not putting on that size, it might be that it just doesn't work for you.

So,

If you're having any problems with tracking I recommend you my app,

It's easy to operate so you won't have any problems.

To your gains,

Pelaez

SL: Why you should cheat

%FIRSTNAME%, there's millions of ways you can improve your gym gains,
but

this one will earn you tons and it's waaay too easy,

and no it isn't any kind of steroid or protein shake,

See,

This cheat is like unlocking that progress bar you see in some videogames,

It will allow you to know when you are making progress and what is and
isn't working for you,

literally skyrocketing your gains,

But how can you unlock it?

You need to start by writing down all the workouts you accomplish every
day,

then write down all of your food intakes

Scenario 2: Remote Workers

Target Audience: Remote workers aged 30-50 who want to improve their
home office setup.

Type of Email: Informative Email about Ergonomic Office Furniture

Pain Points/Desires:

- Pain Points: Back and neck pain, lack of productivity, discomfort while working long hours.
- Desires: Comfortable work environment, improved productivity, ergonomic office furniture.

Awareness Level: Problem-aware (they recognize discomfort and productivity issues but may not know the best solutions).

Sophistication Level: Moderate (they might be aware of ergonomic furniture but not the benefits of your specific products).

Context: This email is sent to individuals who subscribed to your newsletter after downloading a guide on "Setting Up the Perfect Home Office" from your website.

SL: What do you prefer %firstname%?

Watch a 10 minute video or 40 Years of back pain,

The video right?,

Well what if I tell you those are the 2 choices you have rn,

See, most people don't realize the damage they've been doing to their body until it's too late...

So, Here **I will tell you the easiest and quickest way to correct your posture.** So you can save 40 years of back pain.

Ever heard of ergonomic furniture?,

Ergonomic furniture are those magical chairs and desks that support your body's natural posture, making it waaay more comfortable to sit while preventing damage.

I know having those postures when watching tik tok or when making some long work sessions that are just waaaaay too comfortable, (used to happen to me hahahah)

But all the tension and curvature that your back recibes won't pay off pretty well,

Imagine yourself in your 60s but you can't enjoy most of the things you'd wish to do, Imagine:

Watching your grandkids laugh and play, but your aching back keeps you on the sidelines,

Cooking a family meal becomes a chore when your neck and shoulders stiffen up,

That dream vacation feels impossible when even a short walk leaves you in pain.

Having today a bad posture can take a BIG toll in your future, almost changing EVERYTHING,

But what if I tell you you can still be that comfortable and have a way better posture?,

Well, that's when ergonomic furniture comes in,

Here's the deal:

As now that you are your younger self, you make a decision for your future self.

Take 10 minutes of your free time and watch this video,

I'll guide you on what ergonomic furniture to get based on your needs.

I promise those 10 minutes will save you 40 years of back pain and TONS of special moments you'll wish to live.

Here's the link: [link](#)

To your best,

Pelaez

Scenario 5: Eco-conscious Consumers

Target Audience: Eco-conscious consumers aged 20-40 who are looking for sustainable products.

Type of Email: Promotional Email for a New Line of Eco-friendly Products

Pain Points/Desires:

- Pain Points: Difficulty finding genuinely eco-friendly products, skepticism about product claims, desire to reduce environmental impact.
- Desires: Authentic sustainable products, transparency in product sourcing, contributing to environmental conservation.

Awareness Level: Solution-aware (they are looking for eco-friendly products but haven't found a brand they trust yet).

Sophistication Level: High (they are knowledgeable about eco-friendly products and scrutinize brands closely).

Context: This email is sent to individuals who opted into your email list after downloading a guide on "Living a More Sustainable Lifestyle" from your website.

SL: The actual truth...

Hey %FIRSTNAME%,

In this email I'm going to be 100% transparent with you about my eco friendly brand,

Because, You're most likely to be struggling to find ACTUALLY eco-friendly products,

And yes, not every brand is willing to give that info, cause If they do they wouldn't last very long in the market,

Some brands trick you into selling you a whatever cheap product labeled "Eco Friendly",

They don't give a sh*t about you or this planet, They only want quick \$\$\$,

And you know We both hate that...

But I figured out I'm different... That's why sharing every detail single about my products and brand,

Every and I mean EVERY question you got from our product sourcing, materials, to even shipping and permits...

Will be solved here, So you can trust me,

No b.s No tricks, Only the ABSOLUTE truth

Stay safe,

SL: The truth...

%FIRSTNAME%,

In this email I'm going to be 100% transparent with you about my eco friendly brand,

Because, You're most likely to be struggling to find ACTUALLY eco-friendly products,

And yes, not every brand is willing to give that info, cause If they do they wouldn't last very long in the market,

Some brands trick you into purchasing a whatever cheap product labeled "Eco Friendly",

They don't give a sh*t about you or this planet, They only want quick \$\$\$,

And We both hate that...

I figured out I'm different... That's why I'll share with you every single detail about my products and brand,

So, EVERY question you got from our product sourcing, materials, to even shipping and permits...

Will be solved here, So you can trust me,

Nothing but the ABSOLUTE truth

Stay safe,

Scenario 4: Small Business Owners

Target Audience: Small business owners aged 30-50 who are looking to improve their digital marketing.

Type of Email: Educational Email about a Digital Marketing Course

Pain Points/Desires:

- Pain Points: Limited knowledge of digital marketing, difficulty attracting customers online, budget constraints.
- Desires: Increase in online presence, attract more customers, affordable marketing solutions.
- Awareness Level: Problem-aware (they know they need to improve their digital marketing but may not know the best approach).

- Sophistication Level: Low to moderate (they are familiar with digital marketing basics but not advanced strategies).

Context: This email is sent to individuals who downloaded a free guide on "Boost Your Business with Digital Marketing" from your website.

SL: hear me out...

Yo %FIRSTNAME%, hope that the free guide you downloaded was useful for your business!

Hope it's doing its best now

But.... if it isn't just hear me out

See, The actual problem might probably be attracting customers online and some budget constraints so..

..I've made a gift for you! :)

I really want to help you achieve that dream outcome so I've made a free trial for you in my Digital Marketing Course

After you join you'll have

- Increased by tons your online presence
- Attracted lots of new customers and by that lots of sales
- Learned and sharpened REAL marketing skills

[testimonial] (Name) owner of (business name) has achieved (dream outcome) in (short time frame)

So, the decision is yours

If you want your business to actually increase its online presence, attract tons of more customers and sales..

..And the best part: With affordable marketing solutions

You landed in the right place,

So if you are interested i'll leave the link here: link

All but your success,

Pelaez

P.S: The free trial is ending in {time remaining}, so make sure to get it ;)

Scenario 1: Small Business Owners

- Target Audience: Small business owners aged 30-55 who are looking to improve their online presence.
- Pain Points/Desires:
 - Pain Points: Struggling with low website traffic, ineffective marketing strategies, lack of time to manage social media.
 - Desires: Increased online visibility, effective marketing solutions, easy-to-use tools to manage social media.
- Context: This email is sent to individuals who signed up for a free webinar on "Boosting Your Online Presence in 2024."
- Target: Build trust and promote a digital marketing tool.
- Type of Email: Informative and promotional.
- Awareness Level: Solution-aware (they know they need a tool to improve their online presence).
- Sophistication Level: Moderate (they are aware of various marketing tools but may not know the specifics of advanced features).

SL: If your website traffic is low click here

Hey %FIRSTNAME%,

If you believe your website traffic is low because of poor website design or because of your domain you might want to hear me out

Don't worry, I just wanted to share some value with you,

Here I will tell you 3 REAL reasons why your website traffic may be low

See,

#1 Reason is poor SEO

This is often the most significant factor,

SEO stands for Search Engine Optimization,

Basically if your website isn't properly optimized for search engines,

it won't rank well in search results leading you to low traffic,

The most common mistakes are:

- Lack of relevant keywords
- Poor meta descriptions and titles
- Insufficient or low-quality backlinks
- Non-optimized images and content
- No regular updates or fresh content

#2 Reason is weak content strategy

Your website needs high-quality, engaging,

And relevant content to attract and retain visitors,

Otherwise they'll just- leave,

You should:

- Post on a regular basis
- Create content that connects with their pains/desires
- Have variety of content blogs, reviews, videos
- Include a compelling CTA in your videos

#3 Reason No Marketing Efforts

Even the best content needs proper promotion to reach its audience,

Some common marketing mistakes are:

- Not leveraging from social media platforms effectively
- No email marketing to keep visitors engaged

%FIRSTNAME% those problems shouldn't be real to you but if they are hear me out

Right now there's %SLOTSLEFT% in the free trial for my ecom tool

It will NOT only help you to solve all the problems I mentioned before but really really more,

Managing your social media, Website and Marketing all-in-one easy to use tool,

If you are serious about not only improving your business online presence,

But maxing out your business potential, [click here](#)

Evening,

Scenario 2: Parents of Young Children

- Target Audience: Parents aged 25-40 with children aged 3-10 who are interested in educational resources.
- Pain Points/Desires:
 - Pain Points: Finding engaging educational content, managing screen time, balancing fun and learning.
 - Desires: Interactive learning tools, educational games, resources that make learning fun.
- Context: This email is sent to individuals who downloaded a free eBook on "10 Fun Educational Activities for Kids."
- Target: Provide mostly free value and introduce a subscription-based educational app.
- Type of Email: Value-driven with a soft promotion.
- Awareness Level: Problem-aware (they know they need better educational resources).
- Sophistication Level: Low to moderate (they might be familiar with some educational apps but not the advanced features of yours).

SL: 3 Fun activities to do with your children

Hey %FIRSTNAME%,

I know keeping kids entertained can be tough,

Especially when you want them to learn too.

That's why I'm sharing with you a few of my favorite activities...

So,

The first one is Yard Cleanup,

Hahah, I know it might sound a bit unusual, but it can be extremely entertaining,

Just set up a 30 min timer and work together to pick up sticks

And leaves. This promotes teamwork, service, and bonding while getting your children involved in maintaining your outdoor space.

The second one is board games.

I still remember when I first got my hands on a Nintendo I was HOOKED!

But surprise my dad had other plans; So he made me put it down and play Monopoly with my brother instead.

At first, I didn't want to do anything at all, I was so frustrated

But I gave it a chance and finally I understood the game,

Me and my brother played it for WEEKS,

That became our entertaining

We played games that lasted for 2 or 3 entire days!,

Board Games encourage social interaction, strategy, and sportsmanship.

So consider getting some for your children or even better creating your own!,

Next is Outdoor activities

Take advantage of the weather and visit a skate park

Watch your child play a sport, or go swimming.

These activities promote physical activity, exploration, and a sense of Adventure while creating lasting memories with your children.

Now If you're anything like me, you're probably looking for ways

To combine fun with learning,

Especially when it feels like screen time is taking over your kids,

So, I've got something that might help you.

My platform is packed with

- Interactive learning tools
- Educational games
- Resources that make learning fun.

It's designed to make the time your child spends online educational and engaging.

Give it a try, see how much your child can learn while having fun.

Here's the link: [link]

Scenario 3: Tech Enthusiasts

- Target Audience: Tech enthusiasts aged 20-40 who are always looking for the latest gadgets and tech news.
- Pain Points/Desires:
 - Pain Points: Keeping up with the latest tech trends, finding reliable product reviews, discovering new gadgets.
 - Desires: Early access to new tech, exclusive content, detailed and unbiased reviews.
- Context: This email is sent to individuals who subscribed to a tech newsletter after attending a virtual tech expo.
- Target: Drive traffic to a tech blog and increase newsletter engagement.
- Type of Email: Informative and engaging.
- Awareness Level: Solution-aware (they know they want more tech content).
- Sophistication Level: High (they are well-versed in tech trends and products).

SL: wyd tonight %FIRSTNAME%

If it's anything but checking out my blog where I post the latest gadget and tech news,

Then you might be wasting time.

Because you'll see the **latest (early access) new tech, exclusive content, detailed and tons of reviews...**

...Absolutely free.

To get informed and start this week fresh off the latest tech news,

Click here to see my blog

Pelaez 3DX.

Scenario 5: Remote Workers

Target Audience: Professionals aged 30-50 working from home, often in creative or tech industries.

- Pain Points/Desires:
 - Pain Points: Distractions at home, lack of work-life balance, feeling isolated.
 - Desires: Increased productivity, creating a focused workspace, staying connected with a remote team.
- Context: This email is sent to individuals who downloaded a free guide on "Boosting Productivity While Working from Home."
- Target: Drive sign-ups for a productivity tool designed for remote teams.
- Type of Email: Informative with a strong CTA.
- Awareness Level: Problem-aware (they know they need better tools to work efficiently from home).
- Sophistication Level: Moderate (they may use basic tools but not more advanced solutions).

SL: [Click here to double your productivity](#)

What up %FIRTNNAME%,

Hope that guide for boosting your productivity was useful ;)

If you're still having problems with productivity then you should read this email,

Bc here I'll tell you how to double your productivity with my tool designed for remote teams.

See,

Working from your home or with remote people can be... tough,

Having a lack of a focused workspace,

"I have bad internet connection" Typical message,

Feeling too isolated...

They All decrease your and your team productivity by TONS

That's some of the many reasons why I created (),

Now, Once you start using it you'll achieve:

Having a distraction-free workspace, allowing you and your team to focus on tasks more efficiently,

Healthy work-life balance by using the time tracking and automated reminders,

Reduce your isolation, because you'll be able to stay in touch with your team, making it easy to collaborate on projects, share your ideas, get feedback...

Just mentioning a few of the outcomes ;)

If that doesn't happen you'll have 100% of your money back and my team will help you 1 to 1 for free.

Right now i've got a free trial in my tool, if you want to check it out i'll leave the link here:

link

To your success,

Santiago.

PS: The free trial is ending in 5 Days so make sure to get it

