

Push ups

<https://vimeo.com/902729850?share=copy> 0-55

<https://vimeo.com/902738366?share=copy>55-100

Copy is about relaxing flavored soft drinks

1 - Who am I writing to? Who is my avatar?

I write to people looking for an alternative to alcohol, to those who suffer from various ailments such as headaches or sleep problems, as well as to everyone who simply wants to drink an original drink. In my copy, I will focus on people who are looking for an alternative to alcohol but do not want to drink sweet drinks and hate artificial sweeteners. My avatar will be Caty, a 38-year-old woman who gave up alcohol completely some time ago. After some time, she realized that she started drinking significant amounts of sweetened drinks as a substitute. Caty hates all zero drinks because she can't stand artificial sweeteners.

2 - Where are they now? What are they thinking feeling? Where are they inside my funnel? etc

They are looking for the cause and solution to their problem, they certainly feel that they have a problem, but they cannot fully diagnose it, and if they do, they do not know how to deal with it. They have never heard of my product, although they know that there are similar ones. (cold traffic)

3 - What actions do I want them to take at the end of my copy? Where do I want them to go?

The main goal is for them to click on the link that will redirect them to product website, possible future purchase.

4 - What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What are the steps that I need to guide them through to take them from where they are now to where I want them to go?

First of all, they must identify their problem, and if they do, they must understand what a very negative impact it has on their lives. First, they must feel that they are the recipient of the text, then they must feel a little taste of the vision of the future. They must realize how the product will help them get rid of the problem of drinking large amounts of sweet drinks. The last step is a CTA in which they will once again feel how cool the future can be.

Roadblocks/Solution

The main obstacle to reducing sugar consumption is all social outings. Despite giving up alcohol, Caty still tries to maintain her social life at the old level and goes out with her friends to the city and to clubs, and in order not to look like a loser, she drinks various non-alcoholic drinks with a huge amount of sugar and calories. Caty hates the taste of zero drinks because of the sweeteners and non-alcoholic beer is out of the question because of the taste. The solution for Caty is my product in the form of low-calorie soft drinks with low sugar content. I want to show Caty that she doesn't have to give up her lifestyle and that the only thing she needs for her comfort is my product.

Analysis at the end

Darmowy produkt do poradnika lifestylowego, który pomaga w odbiorze alkoholu, który jest jednocześnie tłumaczem, który pozwala na to, aby mógł on nie być lamusem i nie tracić swojego życia towarzyskiego

Find out why you can't give up alcohol and learn 20 ways to stop drinking in style

- Discover the **primitive mechanisms** leading to reaching for alcohol that **90% of people** succumb to and effectively **resist** them starting tomorrow
- Learn about modern methods developed by successful people (which they are reluctant to talk about out loud) to **achieve peace of mind, body, and spirit**

- Learn **clever tricks** that will make you look like **Agent 007** even while drinking tea, **delighting** all the women, and **envying** all the men around you

Our drink has helped millions of people find peace of mind and body **without any consequences**

Find it for you too!

Join and see how to **stay classy** 🙌

Email sequences

Email 1

Subject: Welcome to the group of responsible and classy people

The decision to take the first step towards sobriety is the true definition of the word “**courage.**” One in ten people can **do it effectively**, especially today, in times of omnipresent social pressure

Thanks to us, you will not only stop drinking alcohol but above all, you will learn how to set **new social standards** thanks to this change.

You will understand that what you have in your glass, mug or bottle does not have to be twenty-year-old scotch to make **you look like James Bond** scanning the crowd while standing at the bar.

Don't worry, you don't have to put on a tuxedo and learn aristocratic etiquette

There are much **simpler and faster methods** for this, thanks to which hundreds of thousands of people have gained respect in the group without **destroying** their livers or **impairing** their brains.

Stay up to date and you'll learn how to **stay classy** while staying sober

[Press the button and become a sobriety trendsetter](#)

Once you know the answers to the issues that concern you, use the code thanks to which you will set new trends 10% cheaper

[CODE]

Email 2

Subject: I wanted to stop drinking, but I didn't know what the consequences would be...

I was standing in the corner with my hands in my pockets, doing everything I could not to make eye contact with anyone, let alone engage in a discussion with anyone. Literally every few minutes someone would throw little insults at me like:

-Oh please, Mr. Abstainer- **Ha Ha Ha**

Or

- Okay, guys, he'll go to the store if he doesn't drink, what else does he have to do

I don't have to tell you how I felt...

Over time, I started to become antisocial and spend more and more time in front of the computer or TV **like a geek!**

I wouldn't wish this on anyone

After some time, the Internet gave me something that turned out to be salvation. All it took was **one clever change** and no one ever tried to make fun of me again

I'll tell you more...

Two of my friends tried what I did and you know what?

Today they don't drink either 😄

Ditch the alcohol in style and don't let yourself feel uncomfortable in company again

Press and choose the method that will **change your attitude** towards social integration for good 📌

[\(link\)](#)

Email 3

Topic: Be respected with sobriety

Alcohol is not a necessary element to build your position among peers!

You've probably heard many times that you're not a real man if you don't drink, that you have to get drunk like the rest of **primitive society** for someone to respect you.

If you want to **stay stuck** in this **backward reality**, please go to the store for a four-pack and start making drunken plans with your friends, which of course will **never come true**.

Is it **really** only with the help of alcohol that you can overcome your shyness and speak up on the forum?

I know that standing with a can of Coke or a glass of water in your hand is not easy to command respect.

But hey...

There are other ways to do it!

For example, you can become a martial arts master, then no one will try to judge you...

But wouldn't it be **easier** to simply change the contents of a glass, can, or bottle?

Start gaining respect by staying sober and stop looking like a seven-year-old at a party whose mother bought Fanta with a straw.

[Learn how to set trends and change your perception in the eyes of others](#)

Email 4

Topic: Sober doesn't mean antisocial

Discover the key to a successful social life with Recess flavored water

Water that will bring **peace** to your mind thanks to various adaptogens and will remind you of your childhood through the taste of your favorite fruit combinations.

You already know that replacing alcohol with Coca-Cola or another sweetened drink is a **stupid**, if not **pathetic**, change.

If you're looking for a **stylish** alternative, choose Recess

Trace amounts of sugar, only 20 kcal, and a **ton of class that you will be dripping with when you hold it in your hand**

Can or glass, it doesn't matter because **you always look like Daniel Craig** on a mission drinking "shaken not stirred"

Discover peace, **command respect**, drink with taste - buy Recess 👉

[\(link\)](#)

PS Use your discount code and **set trends** with 10% cheaper

Email 5

Topic: The secret of style without a single drop of alcohol

When was the last time you managed to stay sober among your drunk friends like you planned?

A week ago? **A year ago?**

Or maybe never?

Because it's also common.

Most people in the world are **mental weaklings**. People who think that style and respect can only be achieved by imitating the crowd that all they can do is get drunk and talk nonsense

In your opinion, is **this how a classy man behaves?**

Would you like your children to do this in the future and then teach your **grandchildren** exactly the same?

A **self-respecting man** can only answer this question in one way...

This does not mean, of course, that when the fun is in full swing you have to stand at attention while drinking tap water or consume tons of sugar in the form of Pepsi or Sprite.

Be yourself, do what you like, behave as you always do. You don't need a wobbly step or a headache the next day

[*Press the button and start transforming into a sober, classy man*](#)

Analysis

The main issue that bothers me is that on the opt-in page, I discuss three issues and in the sequence only one, I tried to listen to the guidelines as much as possible. I don't fully understand the process of customizing such a sequence yet, so I trust that's how it's supposed to be, but I'm a bit confused. Another issue is one logical error, in the opt-in there is the phrase "we have helped millions of people" and in one of the e-mails I use the term "hundreds of thousands". I decided not to standardize it because it seems to me that in an e-mail "hundreds of thousands" sounds a bit more credible. It seems to me that in terms of content, there is quality here, although I could have added more fascination, but I tried not to exceed 150 words according to the guidelines. I have serious doubts about the comprehensiveness of the answers to 4 questions because today I saw a comment from one of the captains under someone else's copy and he posted a very extensive template with many more detailed questions. The last thing is a technical and visual issue, I am writing an analysis before correcting this element but I don't know how to go about it, I will definitely change the font and add some colors but it seems to me that it is not enough.

