

- PAS
 - Problem - describe a pain point that the recipient has
 - Agitate - elaborate on the problem and show the effects
 - Solution - provide a solution for the problem

Email

Subject Line: Finally I'm relaxing!

Hey [NAME],

It's 5:19 P.m., and you just entered your room after a long day.

And you see your items dirty again in your room with an angry look.

Each time you step into your room, you see the items that once made your room look good, into the items that have been covered in dust which then doesn't add any factors to your room.

Getting angry knowing that your room was going to be full of dust and you can do nothing about it.

Watching all those hours ticking away on the clock when cleaning your items, makes you more tired and angry as you wasted the time that was supposed to be yours.

Never having a moment to catch your breath after a long day, which then adds the pain of suffering to a day that was already miserable.

Seeing all your friends relaxing after work, with a drink in their hand and not having to deal with the stress of cleaning their prized possessions.

Which makes you feel jealous because of the way they are living.

Are you tired of wasting your hours and seeing other people relax and not you?

Dreaming about a way to feel relaxed after a tiring day and to keep your room clean and looking good without draining your energy?

If you are serious about making this change, then click the link below!

[Click here to discover the secret to a clean, stress-free room!](#)

Best regards,

Akhil Garg

P.S. Elevate your space effortlessly with our curated collection! Discover a harmonious blend of style and comfort that resonates with your personality.

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

My avatar is named Greg, 17, his problem is he has to clean his room's possessions and products every day after whatever he is doing, which wastes his time, but he does it so his room still stands out. He had enough and he is on the look to find a room-elevating product that doesn't need cleaning.

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

They are thinking of finding a product that can perfectly elevate their room and not use their time out of their day to clean. They are feeling too angry because they are always tired of cleaning out the room and the prized possessions that waste their time. They are in the email newsletter funnel.

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

I want them to go to my landing page and then bring customers from email to the landing page then they will see the product of custom rugs and hopefully they will buy it.

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 steps do I need to guide them through to take them from where they are now to where I want them to go?

PERSUASION CYCLE:

- grab attention with their pain
- Keep the reader intrigued by the pain
- Keep exceeding their pain threshold
- CTA

The room I rent is a hardwood floor converted office space and I was **tired of having to dust every other day and see every tiny piece of detritus on the floor.** This rug is one of those purchases that you want to rate more than 5 stars, a total game changer--or room changer, in this case. Now my space looks more like a room and I love the visual softness it adds.

The colours are vibrant and I love the pattern. I'd buy more rugs in different colors if I had a whole house.