

Ad for massage service

AVATAR

Name: Haley

Age: 36

Current State: Haley works a 9-5 in an office as a secretary, always getting a lot of work with unrealistic deadlines. Haley feels tired of waking up each morning feeling exhausted, getting headaches, and having back pains every day, she feels overwhelmed and can't even remember when was the last time she woke up energized, and this makes her feel anxious all of the time because she's afraid that she can't complete her tasks correctly. She often gets headaches and back pains throughout the day due to her sitting work and because of the work as well. Haley feels too tired, busy, and stressed and that's why she can't go to the gym.

Dream State: Haley wishes to get rid of all the mental and physical stressful pains she's having right now because of her busy and overwhelming life. She gets up rested, with lots of energy, and ready to do the work ahead. She doesn't get any random headaches anymore and her back pain has also ceased. She can now hang out with her friends and train with them because she doesn't feel that lot of tension and pain in her body. She lives a less stressful and painful life where those annoying back pains cease.

Roadblock: Her problem is the lot of stress accumulated in her and the headaches and back pains, and she doesn't know what should she do to get rid of them.

Solution: She needs a deep relaxing massage to let her body loose and to let go of all the stress inside of her, although she tried some "massage" equipment and those didn't help her.

How the service helps her: It helps her to ease her pain and to get rid of them.

DIC- for an ad

Subject Line: How to wake up fully energized to finish your daily tasks easily...

Do you want to know how others can finish all the tasks they get at work without feeling overwhelmed?

It's not because they have more time, and it's not because they have fewer tasks than you either.

They all use something to recharge their soul and energy to finish their work within the deadline to then be able to enjoy their lives with their friends after work.

And now you can learn that one simple thing they do to recharge themselves and overcome all the stress and physical pain that hold them back from finishing their tasks with ease.

[Click here to learn how you could start your day fully energized and ready to tackle all of your tasks without feeling stressed and overwhelmed.](#)

The 4 questions

Who are you talking to?: To people who feels tired and a lot of tension inside their body. Who feels a lot of back pains and headaches thought the day and want to end it at last.

Where are they now?: They are stressed all of the time and always have some kind of pain throughout the day (back pain, headaches, etc.)

What do I want them to do?: The objective of this copy is to catch their attention on social media and get them to make an appointment for massage that helps them to remove all the pain and the tension that they feel all day.

What are the steps they need to experience?: They need to believe that the solution for their situation is easy and can be solved fast. And by removing these pains and tensions they can enjoy their life more and get more things done at work.

Personal Analysis

The purpose of this subject line is to catch their attention because they can't get a lot of things done at work because they feel tired tensful.

I tried to keep their attention by saying that there is something that they don't know and it could help them get more things done.

In the intrigue part I tried to say things that could pop up in the avatar's mind on why others can get more things done. And I tried to tell them that there is

something that can help them give more energy for their day.

In the CTA, I say to them that now they can now the sacred of what the most productive people do to restore their energy levels.