

Pains:

1. Her twitter following is not as strong as her instagram and youtube platforms, I think she's good with the videos but can't create a following with words. Increase twitter followers and attention.
2. Convince people to buy from her, she has to have a better persuasive technique in order to get more people to buy in the sales page
3. Increase customer value, her loyal customers don't really have a reason to keep using her services so they eventually get bored and go away.

Desires

1. Increased attention in twitter, more followers overall in social media platform which leads to more customers
2. Better sales page to convince people that her product is going to help them since she charges a lot of money at the beginning already.
3. Customers come back for more and consult with her regarding her knowledge about having a fit lifestyle.

Email

Subject Line: Captivate Readers

Hey there Marisa,

I watched your video "Rating Popular Diets" and you mentioned that it's better to consume whole foods instead of junk, even in some vegan meals. Very interesting information, great way to make things engaging!

You are doing a great job creating videos, but there is still room for improvement to increase attention for your business.

Your sales page includes many sentences that can be simplified like your sentence "I didn't know how to best take care of my body. **And it made me miserable.**"

I would use: I was frightened and unaware of the dangers of my health status which led me to **MISERY.**

The way you say words can be more enticing and fun if you present it in a more compelling manner.

If my ideas intrigue you, I created twitter tweets and a re-written sales page of your website for you to test.

Reply back to me if you'd love to sample my ideas and I'll send it over right away.

Sincerely,

Robyn