

Navarro Tequila

First, ask who are we talking to?:

We are talking to a young gen Z hispanic woman between the ages of 25-30, she is currently in college, but enjoys the party life. She is a big fan of tequila's with her favorite brand being Tito's. Unlike others she actually has knowledge and even respect for quality tequila.

Where are they now, emotionally, and mentally?

She is annoyed and feels like something is missing. She is in a constant state of dissatisfaction with her tequila, she doesn't hate it, but knows she can find and "have" something more.

- **What problems are they dealing with, challenges, dreams?**

She is annoyed at the tequila she's been drinking. She desires tequila that is more simply made for "parties" to get drunk with, even though you can. She's annoyed with the lack of tequila that actually tastes good, feels good, and more importantly doesn't make you feel like trash after a few drinks. She has had the taste of good tequila before and desires to reach that taste again.

At the end of the copy, what do I want them to do?

At the end of this copy I want her to see Navarro distributions and be called to try the tequila. I want her to feel the warmth that comes from our tequila brand, and unlike other tequilas admire the

wide variety of flavors, some more fruity, some more woody, but all of them having a nice taste while being smooth and pleasant to drink.

If this is where they are now and where they want to be, what are the steps they need to experience

She needs to experience three things. One, she needs to experience fear of being left out. She sees the delicious tequila being admired and praised by others in the area, and will want to participate due to word of mouth. Two, I want her to feel the sense of tradition. She is familiar with what real quality tequila should taste like. It's comforting, warm, and can even make you feel like sipping rather than chugging, in other words, we want the copy to give off that same impression, an idea that it is truly capable of both. Finally, she needs to experience the quality, the taste, the texture, the warmth, and the smoothness, every factor of the taste she needs to savor and realize just how different it is in comparison to other "while labeled" tequilas.

- **What level of awareness do they have? And what level of sophistication?**

Stage X sophistication

- Solution aware

- Current State:

- Dream State:

She is aware of the problem and Solution. She realizes that she lacks the tequila shes been searching for, and the simple solution is to find it, but where? The market is in stage 3. Alcohol distribution is relatively common but the Navarro Tequila, and the taste/smoothness along with the traditional secrets to its creation, our drinks offer something that is unique to our brand of the situation.

Where am I in the whole funnel? What is the mini objective I need to focus on now that's going to contribute to the giant objectives?

- In the funnel we are at step one. We need to grab her attention with the IG ad and convince her to click on the ad, and continue to learn more about Navarro Distribution.

What words are they currently using to describe their current emotions, desires, fears, pains, and beliefs?

Lack of good tequila:

1. Disappointed
2. Frustrated
3. Irritated
4. Dissatisfied
5. Annoyed

Bad Tequila will taste....

1. Harsh
2. Bitter
3. Unbalanced
4. Thin
5. Rough

How She Feels About the taste:

Disgusted

Nauseous

Unpleasant

Anxious

Irritated

Final Draft:

I'm done settling for bland tequila, and you should be too, and that's what makes Navarro Tequila unique.

Crafted for those who seek sophistication beyond the party scene, each bottle embodies a level of artisanal mastery that you won't find in the regular store brand tequilas. Navarro is packed with rich aromas and refined oak, spice, and agave flavors to provide a truly unparalleled drinking experience. Come see what the hype is about!

DM us now for 50% off your first bottle! #NavarroTequila



Ever Crave Tequila beyond the Party Shots?

Navarro Distributions brings you unique, high-quality tequilas, where each bottle reflects our artisanal craftsmanship with rich aromas and refined flavors of oak, spice, and agave.

Navarro tequila was crafted with the express purpose of ensuring a truly exceptional drinking experience, and you won't know what you're missing until you try some for yourself!

Need incentive?? Take advantage of our limited-time offer. DM us for 50% off your first bottle! #tequila

List of Fascinations:

1. Discover the best natural tequila, designed to offer more than just a buzz.

2. Why Tequila isn't as respected as it use to be

1. How to _____
2. Secret to _____
3. Why _____
4. What _____
5. What NEVER _____
6. PLUS _____
7. _____ ...right? WRONG! _____
8. Warning: _____
9. Are you _____?.
10. Gimmick.
11. Hack
12. Sneaky
13. Direct benefit
14. Specific Question
15. If _____ Then _____
16. When _____
17. Quickest
18. Easiest
19. Safest.
20. The truth about _____
21. Better Than _____
22. Single.
23. Still using _____ to get _____?
24. How I got _____ after giving up _____
25. What _____ doesn't want you to know about _____
26. POV: _____
27. Hot take: _____
28. To everyone asking about my _____: _____
29. I tried _____ just to prove everyone wrong. Here's what happened instead: _____
30. I fell for _____ just like everyone else, Here's what to do instead
31. I wish i knew _____ before trying _____
32. Im officially done with _____
33. Absolute best _____ for _____
34. Lose _____ forever

35. Why you aren't _____ the way you want
36. _____ vs _____
37. Is _____ actually good for _____?
38. How to get so _____ that _____
39. Get _____ in the _____ revolution
40. Watch this if you're tired of _____
41. _____ mins of brutally honest _____ advice
42. How to get more _____ than 99% of _____
43. How to _____ if you only have _____
44. "I'm _____ what should I do?"
45. I did _____, _____ times just to show it's not luck
46. Why _____ actually makes you _____ and what to do instead
47. Watch this to get your first _____
48. The anti- _____
49. It isn't fun but it gives me _____ without fail
50. How _____ saved my life
51. _____ made me quit _____ forever
52. Should you _____?
53. Do you need _____?
54. Most common question I get about _____
55. Stop trusting _____
56. The _____ lesson I paid _____ to learn
57. Unlike most _____ I don't _____ Here's why
58. My best _____ hack
59. Is _____ the answer to _____?
60. Steal this magic _____
61. The _____ test. Find out what _____
62. The real reason you _____
63. What is _____ really?
64. Stop _____ start _____
65. The hidden relationship between _____ and _____
66. How i turned _____ into _____
67. People think I _____ for _____ but really it's for _____
68. When you realize _____ can _____
69. _____ fixed the problem with _____
70. The _____ _____ have been waiting for
71. Things i do as a _____ to ensure _____
72. The _____ that's impossible to _____
73. When _____ tell me _____ i know they don't _____
74. Anybody else have _____ problem with _____?
75. Why I _____ instead of _____
76. This is your sign to _____,
77. _____ ways to level up your _____ game
78. Comment _____ if you want _____ for yourself!

79. Want to know something crazy about ____?
80. Are you struggling with _____?
81. _____ [number] hacks to supercharge your _____ [specific area] game!
82. Need a _____ boost? Here's a quick dose of _____].
83. Having trouble with _____? _____ is your one-stop solution!
84. If I had to start _____ all over again, my first step would be _____.
85. Does this sound like you? _____
86. What happened when I _____.
87. Can I share a secret? The best _____ strategy is _____.
88. Ever wonder how to improve your _____?
89. Why I don't believe in _____.
90. Unpopular opinion: _____
91. Something I've learned about _____ recently.
92. Lessons I learned from overcoming blunders in _____
93. Sneak peek: _____
94. This is not a joke. _____
95. _____ things I learned this year that completely changed my perspective on _____
96. I can't believe I'm sharing this behind-the-scenes look at _____.
97. People love to ask this question: _____?
98. How to _____ in just _____ easy steps
99. I wasn't going to share _____, but I couldn't resist: _____ .
100. Which side of _____ are you on? A) _____ or B) _____?
101. Tag a _____ friend who needs to see this.
102. If you have _____ as a goal , start doing _____
103. I can't believe I used to overlook _____, but now I swear by it. Here's why.
104. Struggling with your _____ ? You're going to want to save this.
105. What to do after _____] disrupts _____].
106. Brace yourself for a jaw-dropping transformation in my _____.
107. Did you know that _____ %] of people struggle with _____]?
108. Which _____ resonates with you? A) _____ or B) _____?
109. _____ steps to _____ that _____ .
110. Breaking news: _____
111. I'll tell you a secret no one has ever told you about _____
112. This is what I love about _____
113. If you're a fan of _____, get ready to elevate your game with _____!
114. Today's mantra: _____
115. Hey fellow _____ I see you hustling. Here's a little _____.
116. The secret to mastering _____ is surprisingly _____.
117. Ever ask yourself, _____?
118. Did you know that _____ % of _____ believe in _____?
119. How to make the most of your _____ in just _____
120. _____ [specific group], stop _____ immediately . Here's why.
121. I want to be extremely honest with you about _____.
122. We just experimented with _____ , and _____

123. _____ really doesn't have to be complicated. Simplify your _____
124. Tips for _____ to achieve _____ with minimal stress!
125. Fun fact: Did you know _____
126. If I had to start all over again in _____, here's what I would focus on.
127. You need these _____ resources to get _____
128. I've always been _____, but _____
129. See what happened when I decided to _____ for a month straight.
130. The most valuable lesson life taught me and how it can transform your _____.
131. Let's figure out why _____ persists and how to _____
132. Calling all _____ Resist the urge to _____. Here's why.
133. You'll never believe this transformation in _____
134. Did you know that _____ % of people find success by _____?
135. Behind-the-scenes look at _____
136. _____ things I learned about _____ this year that changed my game.
137. How I _____ in just _____ !
138. I was on the fence about sharing these _____ secrets, but you deserve to know.
139. _____, don't limit yourself to _____. Here's why.
140. Let's talk about overcoming mistakes I made when _____
141. I don't know who needs to hear this, but _____
142. _____] weird ways to _____
143. I have a confession to make about _____
144. _____ steps to master _____ that will _____.
145. Steal my _____ and _____ !
146. Can you believe I used to steer clear of _____? Now, it's a game-changer. Here's why.
147. The craziest thing just happened, and it involves _____.
148. Pro tips for _____ to achieve _____ without breaking a sweat!
149. Why I'm not buying into the _____ .
150. If you want to _____, start doing _____ today! Your future self will thank you.
151. Did you know that _____ ?
152. The best _____ advice I ever received was _____.
153. I've been keeping this under wraps, but it's time to spill: _____
154. We just tried _____, and you won't believe the results!
155. How I achieved _____ in just _____
156. What to do after _____ to ensure continued success in _____
157. What I wish I had done differently when _____
158. Check out what happened when I tried _____ for a week straight!
159. Raise your hand if you've ever felt like _____
160. Ever ask yourself, how can I improve my _____?
161. _____ really doesn't have to be complicated.
162. Wondering what happened when I committed to _____ for _____]?
163. How _____ get _____ for themselves
164. My _____ was a _____ and here are his biggest hacks for _____
165. The new _____ sweeping the _____

166. Steal _____'s method for _____
167. I only got _____ once i stopped overlooking _____
168. What I tell people after they ask _____
169. What my _____ tells people after they ask _____
170. Why I'm not embarrassed to share _____
171. I used to be afraid of _____ but now I _____
172. Why doesn't anyone know about _____?
173. Why don't more people who want _____ simply _____?
174. Most _____ don't know about _____
175. Everyone is telling you to _____ so you can _____ but they never show you how . Until now
176. Why is nobody talking about how _____
177. _____ things every _____ needs to hear
178. As a _____ i tried _____ but _____. Here's what I ended up using instead
179. What doing _____ did to my _____
180. What all _____ want to say about _____ that most will never know
181. My _____ advice is simple: _____
182. You're never gonna guess _____
183. You're never gonna guess what the biggest predictor of _____ is
184. Why the cliché saying _____ is actually RIGHT/WRONG
185. Don't tell me your still doing _____
- 186.

Final Draft:

The Perfect Summer Drink

This is Navarro Tequila, the natural drink you've been craving (even if you didn't know it)

We stole the show at our last event, and trust us you don't wanna miss the next one!

Come on down, and enjoy 50% off the first drink

The Natural (and Quality) Tequila You've Been Waiting For

Despite what everyone thinks, not all tequila is like Tito's

Tequila is a drink that can offer so much more than just a buzz, it can be savored, respected, and more importantly pleasant to drink.

And through Navarro Distributions, with our naturally crafted tequilas, we aim to remind everyone of just what they've been missing.

But don't take my word for it, Come see for yourself! It's time to move past Tito's and towards something a bit sophisticated!

Still need incentive? contact us through IG to get your first bottle at 50% off!

When was the last time you drank a natural Tequila crafted with genuine care?

Tequila is still a drink, and can offer so much more than just a buzz. it can be savored, respected, and more importantly pleasant to drink.

With Navarro Distributions we bring you unique flavored, high quality tequila, distilled with care that unlike other tequila brands is meant to be savored, and not slammed.

Ditch the frat party tequilas and upgrade your next party, public gathering, or the quiet night in with a taste of something truly special. Limited-time offer: DM us for 50% off your first bottle!

#tequilalover #craftedtequila #ditchthebasic #sipdontchug

Ever crave tequila beyond the party shots?

This spirit offers more than a buzz. It's crafted with care for genuine enjoyment. 

Navarro Distributions delivers unique, high-quality tequilas meant to be savored. Ditch the party tequilas and upgrade any occasion.

Limited-time: DM us for 50% off your first bottle!

#tequilalover #craftedtequila #sipdontchug

When was the last time you truly savored a finely crafted, natural tequila?

Tequila is not just a drink—it's an experience to be savored and respected. At Navarro Distributions, we pride ourselves on offering unique, high-quality tequilas crafted with care. Unlike other brands, ours is meant to be enjoyed slowly, not rushed.

Elevate your next gathering with a taste of something truly special. Take advantage of our limited-time offer: DM us for 50% off your first bottle!

#TequilaLover #CraftedTequila #UpgradeYourDrink #SipDontChug"

Ever Crave Tequila beyond the Party Shots?

Navarro Distributions delivers unique, high-quality tequilas meant to offer more than a buzz, but a savory, smooth taste to be genuinely enjoyed.

Lets upgrade your next gathering with a taste of something truly special. Take advantage of our limited-time offer:

DM us for 50% off your first bottle! #tequila

Come on down, and enjoy 50% off the first drink