

PAS Email Framework for an online store selling portable washing machines.

Pain: They can't wash their clothes because of certain circumstances (vacation/trip, small apartment, college dorm room)

They waste too much time if they wait to load up the washing machine with loads of clothes because of their certain circumstances (vacation/trip, college dorm, they live alone)

Scared to put small amounts of clothes in one washing session repeatedly because their electricity bill will cost too much

Ashamed of themselves because they can't figure out a way to such a basic task

Desire: They wish there was a way to wash anything anywhere at any time.

Roadblock: Lack of knowledge, lack of time

Reworked email:

Subject line: Always Have Clean Clothes at Your Disposal

Imagine...

You're on vacation and have a date at a fancy restaurant with the woman of your dreams.

With only one hour left before your meeting, you suddenly realize...

All your fancy shirts are dirty.

You start panicking, unable to find a single way to clean any of them.

Walking into the restaurant in a horrendously stained shirt, you shamefully make your way to the table...

The girl beside you turns red, her face flushed with humiliation.

You wouldn't be in a situation like this if you had something to take care of your dirty laundry...

Something that would make your clothes look fresh off the rack in a matter of minutes...

Then you would have shown up to that date looking like you own the place, impressing the girl and having the perfect night as you take her back to your apartment.

Do you want to be seen as a fool because of your negligence?

Or do you want to look stunning every time you go out?

Ensure your clothes are ready for any unexpected situation by clicking this link.