

Outreach email (message 1)

Subject Line: Pearl de Flore Awaits the Touch of the Right Words

Hi Pearl de Flore Team,

I admire how your brand goes beyond just bouquets and infuses flowers into skincare—**truly innovative.**

With my expertise in **strategic business growth,**

I saw a way to be of value to your **business** in **two key areas** when I discovered your products:

- Turning your "**Everlasting Roses**" into a year-round gifting affair.
- Tapping into your audience's desires to drive high ticket sales in your "**Skincare Product Range.**"

I believe that both areas are **essential** for your **brand's success,**

Which is why I have crafted **product introductions** specifically tailored to add to your **newsletter.**

Would you be interested in receiving a **complimentary copy?**

Respectfully,

Ubai Damda | Copywriter

UD Copywriter

Email: service@udcopywriter.com

From the Research template(1):

Target Market: (Le Rose Bio-Firming Eye Serum)

The target market for this product is women between the ages of 25 and 50 who are concerned with the appearance of fine lines and puffiness around the eye area.

Avatar:

* Name: Sarah

* Age: 35

* Face: Sarah has fine lines around her eyes and puffiness under her eyes due to lack of sleep.

* Background and Mini Life History: Sarah works as a manager for a tech company, is married and has two young children. She loves to spend time with her family but feels stressed balancing work and home life.

Current State:

- * Sarah is frustrated with the appearance of fine lines and puffiness around her eyes.
- * She is annoyed with how tired she looks even when she has had a full night's sleep.
- * Sarah fears that she looks older than her peers, which may impact her career advancement.

Dream State:

- * Sarah dreams of having smooth, plump skin around her eyes.
- * She would like to wake up feeling refreshed and rejuvenated, even after a busy day.
- * Sarah wants to be perceived as confident and youthful in her personal and professional life.

Roadblocks:

- * Sarah feels overwhelmed by the number of products on the market and is not sure which ones will work for her.
- * She is unsure about the best way to target fine lines and puffiness around her eyes.

Solution:

- * If Sarah consistently uses a targeted and effective eye serum, then she will be able to reduce the appearance of fine lines and puffiness around her eyes.

Product:

- * The Le Ro e Bio-Firming Eye Serum helps Sarah implement the solution by targeting fine lines and puffiness around the eye area.
- * Sarah likes that the product contains natural ingredients and is gentle on her skin.

From the Research template(2):

Target Market:(bouquet)

- * The target market for Pearl de Flore's preserved rose arrangements are likely individuals who value luxury, beauty, and sentimentality in their gift-giving. They may be willing to spend more on high-quality, long-lasting gifts for their loved ones.

Avatar:

- * Name, age, and face: Sophie, 30, with a warm and caring demeanor.
- * Background and mini life history: Sophie is a successful businesswoman with a demanding career, but she places a high value on her personal relationships and often goes above and beyond to make her loved ones feel appreciated.

Current State:

- * Sophie may feel frustrated that she doesn't have as much time to devote to her personal relationships as she would like.

Dream State:

* She would enjoy new experiences of creating memories with her loved ones that will last forever.

Roadblocks:

* The key roadblock for Sophie may be finding enough time to balance her personal and professional life.

* She may be making the mistake of prioritizing her career over her personal relationships.

Solution:

* If Sophie sets aside specific time for her loved ones and makes a conscious effort to show them how much she cares, then she will be able to create meaningful memories and deepen her personal relationships.

Product:

* Pearl de Flore's preserved rose arrangements can help Sophie implement the solution by providing a long-lasting and meaningful gift option that can be given year-round.

Free Value:

Product Introduction 1 : [Le Rose Bio-Firming Eye Serum](#)

Are you seeking a way to combat tired and puffy eyes that persist even after a full night's rest?

You must be sick of waking up to the same worn-out look day after day.

Le Rose Bio-Firming Eye Serum has you covered.

We've combined Grapefruit Seed Extract and Sodium Hyaluronate to put an end to the worries about your look.

This formulation has a way for the under-eye area to undergo an age reversal.

So that you can move through your day with absolute confidence and a plump look to your eyes.

[Get on with your journey towards a reinvented look today.](#)

Product Introduction 2 : [Everlasting Roses](#)

Have you longed to create a moment with your special someone lately?

Then surely, there's a part of you that wants to express your love in a way that leaves a lasting impression.

Let our everlasting roses ignite a flame of love between the two of you .

Experience the allure of Parisian romance with our bouquet of preserved roses, which will last in bloom all year round.

These are picked at the pinnacle of their beauty and preserved to retain radiance that defies wilting.

All to ensure that you create an unforgettable impression of love with this unique gift.

So what are you waiting for?

Find your way to make this weekend a special experience for you both to share.