1. What is the reader´s current situation?

They want to become a data scientist but don´t know where to start since is a field that encompasses many different skills.

if they don´t find a way to overcome this lack of knowledge, they won´t be able to get their dream career, along with the financial aspect of it.

2. What is their dream state?

Their dream state is so good because it allows them to make a living from an intellectually challenging and highly useful career, is also a well-paid "hot" career so surely there is a status factor in it.

They´ll feel accomplished, smart, and in an overall better place in their lives.

Data science is a "hot" intellectually challenging career, so is well-paid and is perceived as a high-status career for intelligent people.

3. What is the unknown part of the problem keeping them from their dream state?

they have probably tried different free and paid learning materials that are not well structured for their technical level, thus elongating or even trumping their learning curve.

If they receive the right education material and guidance for their current technical level structured in a way that allows them to progress their skill to be applicable in real-world settings, they´ll become capable data scientists and land their first job.

4. How does your product/service solve their problems and carry them to their dream state?

It addresses the problem by providing tailored courses to learn data science that are hands-on, so the student can use and solidify the new knowledge and learn to apply it in real-world settings to accelerate their learning curve and master the skill.

It removes risk with a full refund policy of 7 days for individual courses and 14 days for subscription along with a team of people willing to tailor the material to you for the first 30 days of a subscription and if that doesn´t work either, a full refund too.

It saves time by providing an optimal program tailored to their needs and goals, providing just the right information they need to get to the next step of the learning process, and constant feedback provided by expert data scientists.

It´s easier because it provides an optimal learning curve tailored to their needs and goals, along with constant feedback and partnerships with other companies to help them build a portfolio and ultimately land their first job as a data scientist.

Context: I'm on their list, so I´ve seen their email marketing efforts first hand and there is a lot! to improve, hence my free value is this improvement to their email marketing and not any other free value option.

During my research, the ratio of money/status reasons compared to passion, personal reward, etc reasons of why they love their field were overwhelmingly tilted towards the former, hence I didn´t center these emails around money/status because I didn´t find any compelling evidence that that´s the main factor for them to chose this field instead of another tech-related field.

The blue text at the end of each email is exactly what they use in the emails they send, so I used it here too, that way it doesn't appear to be completely alien to what they are doing.

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