

My avatar:

Who is the avatar?

Anna Morris who works a normal 9-5 job and loves watching celebrity TV shows like The Kardashians.

Loves fashion and has an addiction to continuously buy clothes that meets her expectations because she believes it makes her feel confident.

What is their current situation and why is it so bad?

Anna always feels overwhelmed when coming into work and feels people have an agenda against her.

She believes she is under-appreciated because of her misunderstanding of what to wear to work since all her clothes are cheap and non-formal (the way she likes it).

She wants to fix this problem but doesn't know where to get the knowledge of 'fashion styling' from.

She feels this way because she believes her dress sense is off-putting to her peers since she can't think of any other factors that could contribute to everyone repelling her.

She doesn't know where the problem originated from, she is shy and embarrassed to ask what the problem is and assumes that she is unappealing to everyone.

What is their dream state and why is it so desirable?

She wants to be the main character in her story where she receives compliments about her appearance and gains attention from her colleagues.

She wants to be the centre of attention with the main focus being on impressing a specific colleague that she fancies.

This will relieve her stress and anxiety and she'll go back to doing what she loves, trying on clothes.

What problems are stopping them from getting to their dream situation?

Her lack of understanding of the "dress code" to go to work.

She is naive, shy and doesn't see the bigger picture of how to solve her problem.

She is very sensitive and resists coming out of her comfort zone even though she knows that if her problems don't change she will not prosper in her career.

How will your product help them bridge the gap between their current situation and dream situation? (based upon problems stated above)

The Fashion Styling Course aims to tackle people who are feeling oppressed and self-conscious about their looks.

It will grant Anna the fastest, cheapest and most efficient way to rock her world and have every one of her colleagues head over heels for her presence.

SL: Where you would be with a torch of guidance

Stress weighs us down so much when not knowing EXACTLY how to overcome it

Like trying to treat the flu with morphine or bringing a twig to a sword fight.

A LOT of people overlook how much self-image can impact someone from even the highest positions in a company.

They don't realise how much that one unbuttoned button from their shirt influenced their colleagues or why their brand new Oxford Shoes got more compliments than their Asics shoes from their colleagues

Loads of people come into their workplace dying to leave a jaw-dropping impression on their boss after "1 cup of coffee" or after "Three shots of Espresso"

Then when their paycheck comes by, it does not change and people use that as motivation to "work harder" or "put it all on the line",

But not only did their potions of caffeine decrease their savings account...

They also got nowhere near their objective and STILL are being paid the same as they were two years ago.

So now those people are stuck in a loop of false hope, same result and same *mindset*.

All it took, literally, was to acknowledge and practise these Two-minute psychology manoeuvres

Feeling overwhelmed and overlooked with low-esteem has its weaknesses

But when facing it head-on, it has a life expectancy of zero.

A solution that makes people lower their glasses to take a closer look...

A solution that can be framed for “most authentic look”...

With a simple click from your finger, NOBODY will stop you in your journey to a happy lifestyle if you exploit the [highly-researched material](#).

Visualise the look of that colleague who thinks they are the top dog of disbelief and awe,

Imagine word gets around of you all around the office and now you have stamped your dominance in everyone’s mind, even your bosses

Then think about how YOU would feel having all the pieces of the puzzle, the sense of excitement walking into your office proving doubters wrong and the chance of trying on various styles of clothes care-free!

There’s no more deliberating.

If you would like the chance of being the person your boss always wanted to hire so that you can get paid more and have more free-time...

And have all your bills, rent and insurances all taken care of...

[Click here to obtain the tool that holds more tools, with the combination of groundbreaking and action research that exterminates stress forever.](#)

From,

Aram

You've got way too many ideas competing for attention in this email: Stress, self-image, status, social game, money, mindset, psychology...

Just focus on one thing your avatar wants and motivate them with pain. Here's an example:

SL: Anna... (apparently this has insane open rates, so I'm running with it)

What if I told you there's a way to modernise your wardrobe on a budget...without looking like you had one?

Here's the deal...

I want you to imagine a version of yourself without pain and paranoia.

A version of yourself that isn't shy and embarrassed about her appearance.

A version of yourself that isn't shunned by co-workers and ignored by the boss.

A version of yourself...that isn't afraid.

You might think that's the privilege of the rich and famous. "Kardashians only."

But it's not.

There's a way to become all that and more...for less than the cost of an HGTV subscription.

Click here to become the version of yourself people can't stop talking about...No credit card required

Notice the difference?

One idea --> Dress well cheaply.

Touches on multiple pain points --> Anxiety, paranoia, social status, etc.

Offers solution --> Become the best you...cheaply.

CTA --> Repeats desire + reinforces main idea.

TRW - @davislane