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Video Script:
Discover the secret weapon to skyrocket your grades!
You'll never forget an important note ever again!
Say goodbye to endless hours of studying!
With this sticker printer, you'll master subjects faster than ever before!
WARNING: Don't show it to your friends they'll get jealous and will want to use it too!
We're doing a limited-time 50% discount!
Order yours now!
Avatar:
Sara age: 16
She goes to school \rightarrow procrastinates a bit on social media \rightarrow studies for the rest of the day.
She values her friends and family's opinions about her because that's where she gets her confidence.
She gets frustrated when she doesn't understand something or when she gets bad grades.
She likes to take notes while studying.
Others perceive her as a student who works hard to get good grades (a bit of a nerd)
Her dream state is graduating with excellent grades and going to a big college via scholership.
However, she still has a lot of studying to do and she feels like it's a lot of hard work.