

QUICK RESEARCH FOR CONTEXT

1. Who is your avatar? (the person you are trying to sell to)

Mike, 31 years old, is not a coffee drinker. Needs energy and focus to work but coffee tastes terrible so he drinks energy drinks that don't help him with his problem (energy). The energy quickly disappears and leaves jitters and crashes.

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

He doesn't like coffee which is more healthy and sustainable energy so instead, he drinks unhealthy and packed with sugar energy drinks. They leave him jittery and with crashes.

3. What is their dream situation and why is it so desirable?

He wants to be full of energy throughout the day so he can do his work faster and better, and feel good while doing it.

4. What problems are stopping them from getting to their dream situation

He doesn't like coffee and energy drinks don't help so he doesn't know any better alternative.

5. Solution

He needs to find a great-tasting, healthy energy supply that will last longer.

6. how will your product help with the solution?

It will give him energy that lasts up to 6h and with a great taste without jitters and sugar crashes in the end.

HEALTHY DRINK MIXES MADE FROM REAL FOODS THAT GIVE YOU THE FOCUS AND ENERGY TO GET YOU THROUGH YOUR DAY...

SIX REASONS TO BUY FOCUS ENERGY

1. TASTES WONDERFUL HOT OR COLD
2. COSTS A FRACTION OF THOSE \$7.00 CUPS OF COFFEE
3. CONVENIENT - TAKES ONLY SECONDS TO MAKE
4. CONTAINS NUMEROUS ESSENTIAL VITAMINS
5. SUPPRESSES APPETITE TO HELP WEIGHT LOSS

6. SO MANY DIFFERENT WAYS TO USE THE MIXES OTHER THAN DRINKS

Reviews:

Focus energy is so refreshing compared too coffee. The energy level stays with me for 6 hours. The part I like about Focus energy, you can mix it with whatever you like. (Strawberry's , Blueberry's, Raspberries, bananas,oatmeal) Focus energy has increased my mental focus and energy levels.

Not a coffee drinker so focus is what I start my day with. Gets me up and going to feed cattle in Nebraska's harsh winter. Highly recommend 🍯

COPY BELOW

Facebook Ad

Not a coffee drinker and need more energy? No problem...

Maximize your focus and energy levels for up to 6 hours

Without crippling jitters and sugar crashes that stop you from working at full speed.

With a delicious Honey and Peanut Butter taste...

To start your day with a smile on your face.

Details below