

QUICK RESEARCH FOR CONTEXT:

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

Peter, 28 years old, is a manager of an old car import company. He is passionate about old cars, especially Japanese drift machines, and American muscle cars. He thinks it is a great part of human history and wants to save it by importing and selling these cars to people like him. This work consumes all of his time and drains him of energy. In the evenings even if he thinks he could do more, he is so tired that he can't think clearly and he needs to move his work to the next day.

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

He sacrificed all his time for work and still thinks he is not doing enough. He can't focus in the evenings and the work that he is doing takes longer than it supposed. He is disappointed about this because he feels like he is wasting so much time. When he gets back home he has no energy to spend quality time with friends and family. He feels like he abandoned all the values he ever cared about and sacrificed all his time for work. If he will stay in that state he will not be able to grow his business as much as he could and will lose his friends and family for good.

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

He would want to have unlimited energy and laser focus during the day. He would be able to complete all his tasks with speed and come back home full of energy. He would be able to finally spend some time with his family and friends and rebuild the relationship he was ruining throughout the past few years. His business would grow fast.

4. What problems are stopping them from getting to their dream situation (and how will your product solve them)?

They tried coffee before but it doesn't last long, has bad taste, requires some time and equipment to do, and leaves a jittery effect. On top of that after all of it, there is energy crush which leaves you with less energy than before.

If they will grant more quality energy then they will be able to complete tasks with speed and have more time for family and friends.

The product is a natural energy drink that gives them a huge energy boost quickly without jittery effects or crushes. It is without sugar and artificial sweeteners but still has a great taste so it is a healthy and tasty alternative to coffee. You don't need any equipment to boil the water so you can drink it or a cup to store it. You can take it anywhere and within seconds enjoy the great taste and energy boost.

Product benefits:

Natural (caffeine sourced from green tea)

Hydrate and helps recover(electrolytes at a greater level than sports drinks)

Helps focus(long focus without jittery effect or crash)
Zero sugar and artificial sweeteners
Great taste(refreshing)

SL: Unleash an instant surge of energy without the fear of jitters and crashes!

Are you tired of sipping cup after cup of coffee just to feel like a zombie?

Wasting time trying to focus on your tasks constantly fighting with your thoughts

Trapped in a cycle of mindless work and restless sleep.

Without any reason coffee become the go-to solution for many.

However, let's be honest...

Coffee is highly overused and over-rated.

But fear not, there is a better way to get your energy back...

A way to regain laser focus to go through your tasks with speed and propel forward with unstoppable momentum.

With natural energy boosters sourced from green tea.

Powered with L-theanine to remove jittery effects and sudden crashes.

All combined with unparalleled taste creates a PERFECT replacement for coffee.

So if you are interested...

Don't let exhaustion hold you back from living the life you want.

Click [here](#) to discover the feeling of pure vitality and focus propelling you forward with unstoppable momentum

