

- DIC
 - Disrupt - disrupt the pattern to attract
 - Intrigue - keep the reader intrigued
 - Click - lead the reader to click

Email

Subject Line: Preserve Your Decor's Brilliance, Here's How!

Are you tired of seeing your decor getting faded in anger?

The items that bring you joy, and make your room look good with confidence?

Entering your room, and having a face full of devastation after the color of your decorations has faded into black and white color?

Do you want to keep living in a depressing faded room for your whole life, which is full of dark energy?

Or are you serious about bringing a new vision to your room that doesn't even fade and adding a new sense of color to your room?

If you're a serious action-taker who has a strong desire to live a life of freedom...

[Click This Link That Will Fulfill Your Future!](#)

Elevate your space with enduring brilliance!

Warm regards,

Akhil Garg

1 - Who am I writing to? Who is my avatar?

My avatar is named James, 19, and his problem is that the products that elevate his room always fade after a long period of time. And is in search of a new one.

2 - Where are they now? What are they thinking and feeling? Where are they inside my funnel? etc

They are considering finding a new product that doesn't fade and elevates his room. They are feeling angry and annoyed that they always walk into their room and see their products faded.

3 - What actions do I want them to take at the end of my copy? Where do I want them to go?

I want them to go to my website and buy a rug.

4 - What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What steps do I need to guide them through to take them from where they are now to where I want them to go?

PERSUASION CYCLE:

-grab attention

-amplify pain/desire

-CTA

I've had this rug for a couple of months now and it's a great option in terms of quality, it **hasn't faded**