

1. Who am I writing to?
  - 18-35 young adults striving for health improvement or maintenance and want to have a healthy lifestyle because they have been not healthy and they've felt like shit and want to change everything.
2. Where are they right now?
  - They are scrolling right now at social media
3. Where do they need to go?
  - Buy Ashwagandha and be long-term customer and be welcomed to the Miverna
4. What steps do they need to take to get there?
  - Make them feel welcomed and make them feel the "Bali-vibe"

Attach your market research template.

[https://docs.google.com/document/d/1\\_IdeFwlnSIV-H1crOwzj\\_Kn28W8Dya-JX8WgbaSnG14/edit?usp=sharing](https://docs.google.com/document/d/1_IdeFwlnSIV-H1crOwzj_Kn28W8Dya-JX8WgbaSnG14/edit?usp=sharing)

Website: Miverna.com for the main pains & desires

Top players competitors: AG1 drinks, rhealsuperfoods, gaia herbs, perfect keto for the main marketing ideas.

(P.S Bali-vibe is a term that the client uses and wants to make the customers feel that the company is a bali-vibe and it's a successful & professional company. A perfect example of this is a successful entrepreneur on social media and they give off the "Bali-vibe" because everyone wants to be in the successful place where they are right now. Basically "eat this pill and you become successful")

**The Idea Behind It:** it's a cold traffic AD, we are looking for new customers for the long-term with a professional side of view and the idea is to make them feel welcomed without hard selling or anything but providing actual value and selling the dream, furthermore with making them curious about the company and then linking them the site/lead them to the bio.

**Format:** DIC (Disrupt Intrigue Click). Medium-form

**End goal:** Sell the dream with a "Bali-vibe" and make them want to look further for long-term relationships, make them already trust you more than the cheap companies with information but not too long but enough to make them trust you. Without Sales Cliche.

We don't sell the product self, we sell the time and effort to make you improve health as much as possible.

## The Ad

**Headline:** Improving The Healthy Lifestyle Has Never Been Easier

The world is becoming too complex to improve your health. I'm sure you have tried keto, low fat, OMAD, carnivore diet, vegan etc. But none of them worked.

But there's one simple switch that will make the difference: your mental state.

To make this switch, you need to take a natural and holistic approach to achieve the best results for a healthy lifestyle.

This natural and holistic approach is most common when using organic supplements for your mind.

You cannot improve your overall health without physical exercise.

So, this holistic approach will not only massively enhance your mental resilience

but also improve your overall healthcare to always keep on improving.

To improve your healthy life and have consistent improvements, click "Learn More" to supercharge your journey towards improved health.

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**Q:** Thinking process and why?:

**A:** Give them first value upfront and then make them curious on how to improve mental state with the product. Why? So they get more trust into the company already because I gave discovery value upfront.

**Q:** What effect will this create in the reader's mind

**A:** They will have trust and will want to improve their health and will want to take the action.