

☰ Susan Nethercote research AVATAR

Context: LEad page for her watercolor course which helps beginners become less overwwhelmed with watercolors and learn the ins and outs of painting.

HEre are im mainly rewriting the struggles of her course as her writing is pretty vague and academic writing english essay paper styel

Thoughts: It seems like I need more clear imagery that flows well + go for a walk and revise and review for maximum effect.

Because I send this out last night and now only made it again and so I noticed all these errors.

Also send it out while it looks like a block of text. Which isnt good.

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“What Is Be Like Water?”

Be Like Water is a step-by-step e-course made to help you discover your **true potential** with watercolor painting.

Whether you’re a beginner or a seasoned painter looking for a quick refresh,

This step-by-step course gives you all the tools and support you need to *fast-track* your watercolor painting skills and create gorgeous watercolor artwork without all the anxiety, self-doubt, and overwhelm 99% of struggling artists go through.

Just imagine, brush in hand, colors flowing effortlessly,

And with each brush stroke you make, Your confidence levels shoot up like a rocket launching into space.

And as you’re **finally** able to control your watercolors and create the effect you want,

You finally feel inspired and motivated to go past your comfort zone...

And you end up creating outstanding paintings that you once thought were **impossible**.

Say goodbye to the frustrating days of flat-looking paintings and hello to bright ones you can actually look forward to!

Ready To Become One With Watercolors?

Tired of feeling stuck, overwhelmed, and frustrated with how your paintings turn out?

It's OK... I've heard countless others say...

🎨 **"How Do I Discover My Painting Style?"** Maybe you've been painting for a while, and yet you're still stuck in the loop of watching step-by-step tutorial videos.

🚀 **"No Matter How Hard I Try, My Paintings Still Look Flat And Messy!"** Almost like a boulder that is **too heavy** to move out of the way. I'll show you a quick & easy way to gain **super strength** to lift this huge boulder out of the way!

☀️ **"I Feel Like A Creative Wall Is Blocking Me"** Whether you're an artist or not, There is always a way to get your creative juices flowing no matter what situation you're in. You just have to find it (I'll help you with that right after the introduction videos!)

😓 **"I Feel Stressed And Anxious Over How My Painting Might Turn Out"** If you ever felt overwhelmed or stressed with paintings, Then I have for you a sweet 3-step routine to help you let go of all the fear, self-doubt, and anxiety you've built up with watercolors overtime.

<Sales page continues...>

Who am I talking to? Who is reading this copy?
Susan

Where are they right now? Where are they emotionally? Where are they physically? What part of **Maslow's Hierarchy of needs are they?** What are their biggest dreams? Biggest pains?

Clicked on sales page and wants to BUY IT

Feels overwhelmed and full of self doubt and inspired

Create gorgeous watercolor paintings

Want to feel confident and in full control of their watercolors

feel inspired to go past her comfort zone and improve her acrylic painting technique

Feels overwhelmed and confused with all her details

Frustrated with their watercolor painting techniques as they don't create the effect they want to on paper

Their colors don't blend and instead just "smush" around.

They don't understand tutorials as they feel confused and lost

Rather watch other talented painters paint

Where do we want them to go? What do I want them to do? What action do I want them to take? What objectives must they achieve?

Buy course

What steps do I need them to take?

What do they need to think & feel to get them from their current state to their dream state?

what emotions do i wanna create?

what movie do i want them to see?

now describe it.

What emotions do they need to feel?

Need to see what this course has install for them so what it has some slight details that tease their dream **imagery** where they create gorgeous abstract paintings while they overflow with creative ideas

Then bullet points of frustration.

Here are a few signs your painting ability is holding you back from creating abstract art you're proud of:

Be like Watercolor

A Watercolor E-course To Soothe The Soul

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