

1. Four Questions - Winner's Writing Process

1. What kind of people are we talking to? (Avatar)

- A woman in her 20s-30s (Let's call her Claire)
- Working professional experiencing stress after work
- Balancing work responsibilities with a desire for personal well-being
- Likely tech-savvy, frequently checking her smartphone
- Values health and wellness but struggles to find a balance

2. Where are they now? What are they thinking/feeling? Where are they inside my funnel?:

- Cannot find an alternative to alcohol
- Claire finds that all non-alcoholic drinks have a "weird taste"
- Currently stressed and fatigued after work
- Thinking and worrying about the demands of work and personal responsibilities
- Feeling overwhelmed, possibly seeking relief from stress
- Open to exploring solutions but may not have committed to specific actions yet

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

- To be able to remain calm at work
- To have a healthy alternative to alcohol and not experience consequences
- To come back from work one day and relieve all stress from a nice drink
- To feel relaxed and improve mood even after experiencing stressful periods

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?

- Claire must experience a sense of awareness in order to recognise that she needs to address the stress she experiences for her well being.
- Claire needs to be provided with the information on effective stress management strategies within my copy.
- Most importantly, a call-to-action. She needs to be encouraged to take small, manageable steps towards better stress management.

2. Personal Analysis of Copy

- For the Disrupt section, I decided to make a big claim for the reader to understand how powerful this information could be for them. I tried including a common situation that the avatar may experience before having been introduced to this product (little movie in their brain). This was to show that I am REALLY writing for them through this use of visual imagery. I believe with looking at it after a time gap and showing it to multiple people, it does achieve the effect that I want which is to keep the reader engaged. I also think there could be a better way to maintain their attention to read the entire email because right now it could be weak in the eyes of the actual avatar.
- As for the intrigue section, I tried to include as many features of other alternative drinks to alcohol that this product DOES NOT have in order to fascinate the reader.

By understanding that this product removes all the cons of other products while also achieving the same desired effect, I think that they are likely to want to keep reading and also, eventually, take the CTA. I think some parts are weak such as the “I already have my glass of wine waiting for me” because it is too specific perhaps to the point where they might lose their attention at that point. I think a more relatable thought could be added in that section instead.

- The Click section I think is pretty decent, not too long and creates the call-to-action effect. It could very much be phrased in a better way that I have not thought of yet, but for now I feel like the choice of words throughout the entire copy has been intentional. I cannot spot any waffle throughout the copy, I tried to make sure that each sentence adds value to the copy.
- Overall, I feel that I have addressed the pain/desire of the avatar, not necessarily how it is affecting them (which is what I think I am missing with this), but what they could have if they do decide to take action.
- Please let me know what you think G’s. By the way, I need to wake up at 3 AM each, not only for the powerup call but for the submission. It’s not a problem for me but I just wanted to show how committed I am to the process. (I am not bragging). Thank you G’s.

DIC EMAIL - 132 Words

Subject Line: **The drink that will save you from stress...**

There is no reason why you should still be stressed post-work after reading this email.

This drink will **COMPLETELY** change the way you end up at home after a stressful day at work.

Not *slouching*, not *sluggishly* throwing the house keys on the sofa. But rather, smiling from ear to ear as your reward for your hard work awaits.

And I know what you’re thinking...

“I already have my glass of wine waiting for me”

But the truth is...

This drink gives you that same feeling of *calm*, except without that irritating mental fog.

And no, it does not have that weird taste that most alcohol-alternative drinks have.

Keen on reaching that state of bliss with a **quick sip**?

[Click here to find the drink of your stress-free life](#)

Stay calm,

Majd.