

First short form copy practice.

Your Old Car Wouldn't Come Close To This Perfection...

1. Who is my target audience/avatar, who am I writing to?

My avatar consists of people around the age of 18 - 35+ years of age. They are in need of a new vehicle whether it's a car or van. My job is to provide clear concise step-by-step information on how the product I'm providing could possibly change their lives. The assumption is that most of the people purchasing my product have very little knowledge prior.

2. Where are they now? What are they thinking, feeling etc.

They are in somewhat of a state of confusion, maybe some urgency and desperation. They are evidently thinking about purchasing a new car, their reasons are something I need to interpret.

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

My goal is to convince the customers to take initiative and purchase the vehicle/s by leading them down a rabbit hold of curiosity.

4. What are the roadblocks, and solutions?

Their roadblocks would be their lack of knowledge, faulty vehicles and possibly lack of funds. The goal of giving them a solution is to grab and maintain their focus within the email and lead them to the website where they can purchase.

Now, the copy..

Your Old Car Wouldn't Come Close To This Perfection...

There is a reason electric cars are becoming the new norm..

It may be because the vast majority are automatic.

Or maybe because It's zero emission.

The answer will make you WISH you got one sooner.

Not only is there a direct benefit to the electric cars producing zero tailpipe emission..

This makes them retrospectively cleaner and environmentally friendlier.

PLUS Electric cars are produced in smaller quantities utilising newer, pristine technology.

This means that, unlike your current car, the chances of you breaking down and being stranded have decreased by 99%.

Now comes the main question...

Are you serious about making change?

Or do you still want to be regarded as your typical "White-Picket-Fence" family.

If you're ready to take action...

[Click here to learn more.](#)

