

Business objective: Make a sale in the welcome sequence after the reader optioned in, it's a sales email after couple of emails to gain trust and credibility.

Platform: Gmail.

Who am I writing to?



- a.
- b. We are talking to Anita who is 28 years old, and committed to following and making her health better, she already follows a balanced diet that is rich in organic and natural products, she does yoga, and takes daily runs to stay fit. And she is on the woman empowerment side, which is her community. She strongly believes in supporting local businesses and social justice.

She is willing to invest in quality products that reflect her lifestyle and beliefs. So if it is a high-quality product and they follow her belief. She will buy it. She looks for supplements that are natural, ethical, and scientifically sustained. Anita

prefers companies that are transparent about their ingredients and production process and that actively contribute to social and ecological initiatives.

- c. **Mini-life history:** Anita had a rough life history, she was growing up with some problems with her health, and she couldn't understand what it caused because she was young, while she was growing up, she ate whatever she could because her family could afford it, and after a while in her puberty, she got hit with IBS, and anxiety, she developed anxiety because she had all other different sicknesses, and couldn't get rid of it during the class, home and rough evenings that stress her out on having periods and menstrual cycle.

And she heard about the trend on "plant-based diet, and that it's healthy and you can remove IBS and some of the health issues that Anita was having, so she of course started doing it.

She started doing veganism as a diet in hopes of seeing some benefits that were promised to her, and she did see them. After some weeks, she felt amazing on getting to the vegan diet, and she also felt less heavy than usual and felt much lighter. And she felt amazing because she can feel like her old self, the healthy self.

After a while with her balanced diet, she had a lot of developed stress because of personal issues, and even then she felt more peaceful, and in being a vegan. It wasn't enough for her though. So she searched around Google and found yoga, she started taking Youtube classes from "YOga with Adriene" and after the first yoga class, she felt amazing, peaceful and as if hse was closer to nature, and she had that spark of gratefulness that she took yoga, and she saw yoga as a way of being calm and going through life controllingly, balanced and healthy.

She started doing yoga regularly to improve her physical, mental, and spiritual health, and she started to see the results coming in, which are calmness in mind, being a better and greater version of herself, and going for the better records in sports. And she saw yoga as a continuous way of improving her health.

She developed the growth mindset because she was failing at yoga, but because she felt such great results in the beginning, she understood that the failures are temporary and that she should keep going.

And now, she is just in a constant journey to improve herself, learning new things everyday, and becoming a greater version of herself.

- d. **Day-in-the-life:**

She wakes up in the morning and gets out of bed, she makes her first breakfast because she knows that breakfast is important, and after that, she goes out for a quick morning walk in nature. Because she knows it's also healthy.

And once she got back home, she started doing her yoga practice to start the morning nice and calm.

She prepares her vegan meal so she can take it to her own work and eat it there and not get distracted by other food because (in this case) she is a manager at a fancy restaurant/cafe.

After work, she walks back home to have dinner with vegetables, and vegan stuff, she does her own hobby, for example, hang out with friends, or watching a movie.

Then, at the evening she takes some of the supplements for her stress and etc, like Ashwagandha, and for her menopause with periods, so she takes these type of supplements and heads to sleep to begin a new day.

- e.  Empowered/Yoga Anita Avatar Target Market Analysis

2. Where are they right now?

- a. Following our funnel, if they opted in at Monday, this email would be received at Sunday because we sent the emails throughout the week. But it doesn't quite matter because they would opt in at any day of the week.
- b. Mentally, they are not actively thinking about their inner health problems, but they do think about their problem on how to find the right tool of holistic health to get to their dream state of being an empowered healthy vegan woman.
- c. Physically, they might be done with their day and they are reading this email, or in the morning. Because throughout the day, she is busy working at a fancy restaurant/cafe, and after work she walks back home to have dinner, she does own hobby, hang out, or watching a movie. So an email after all of these hobbies would be effective.
- d. Awareness - 4, they are already familiar with our brand so it's not necessary to provide our solution as the best form of solution, since they opted in for an email discount/newsletter.
- e. Sophistication - 5 All the way down.
- f. Current state
 - i. **"I hate exercise and recently connected with yoga and you articulate everything I feel about it so accurately. It found me at a dark time and I appreciate it so much now"**
 - ii. **"When I do yoga it feels like I'm asking my body for forgiveness for all the terrible things I've put it through"**
 - iii. They don't feel frustrated as much as now, but partially of the other groups on empowerment feel mentally and physically drained, which is a market we are not focusing on but we can also focus on this target audience.
 - iv. *"Women's health is so complex and often misunderstood and even overlooked when it comes to health care."*
 - v. Taking a day off in Yoga and feeling like they are back to square one, after all of the hard work in Yoga and the small journey with the level-ups. The feeling on day one frustrating
 - vi. Dedicating their time to Yoga (slight beginner problem, but we are more oriented to the people that are used to Yoga)
 - vii. In the past, putting their body through terrible things, with their health issues, and oftentimes, IBS.
 - viii. And they had big uncomfortable and annoying back pain in the past.
 - ix. For example, she also is struggling with menopause and that's why she joined to do yoga so they can release stress.
 - x. Even doing yin poses makes me afraid of triggering my body when going too deep and this naturally has made me lose trust in life and experience a lot of fear.

- xi. It's definitely the worst experience I have ever been through and I am so afraid of not being able to get back to my body and the practice. So much regret, so much anger and sadness at the same time.
 - xii. In empowerment
 - g. Dream state
 - i. **"I am moved and inspired by the gentleness and honesty you approach your practice, your body ❤️ I feel this daily intention to meet yourself where you are is truly transformative, empowering, and revolutionary. It is the opposite of what capitalism and toxic productivity want for (or out of) us."**
 - ii. **"Yoga saved and continues to save my life."**
 - iii. To feel like they are the leader and the main character of their life at their health journey,
 - iv. Yoga has boosted their self-esteem and confidence in themselves to believe they can achieve whatever they want because then they believe it's possible.
 - v. Calmness
 - vi. They feel high spirituality and not being critical to themselves, but more loved.
 - vii. They are willing to welcome discomfort as a challenge in their life.
 - viii. Being more positive towards hardship and that they believe they can do it.
 - ix. They secretly desire the following:
 - x. Creating their world with themselves not caring what others think about them and having peace with themselves.
 - xi. Self-Empowered feelings
 - xii. Positive music
 - h. Current dream state - 5, passively high, they are not actively fired up.
 - i. Current certainty state - 6, they believe the idea of Ashwagandha works, because they are taking it already.
 - j. Current trust state - 6, two improved trust in the previous emails, so they have pretty good trust within us. But not high enough.
 - k. Perceived cost threshold - 7, the cost of Ashwagandha is \$20 for 50 capsules, and it's a big act to change from their old Ashwagandha to our Ashwagandha.
 - l. Perceived certainty threshold - 7
 - m. Perceived trust threshold - 8, we need to make them trust us so much that they are willing to switch from their current Ashwagandha to ours.
- 3. Where do they need to go?
 - a. Catch attention
 - b. Read email
 - c. Increase the levels
 - d. Decrease the levels
 - e. CTA
- 4. What steps do they need to go to get there?
 - a. Catch attention
 - i. The catching attention would be **recourses** in biologic desires, followed up by pattern interrupt and **matches with previous experience**.
 - 1. So it would be something like: "Yoga is NOT the single reason

you'll achieve the transformative health success"

- b. Read email
 - i. The email would consist of value so the email will recognize it as the previous email, and read it on so they will then be upsold to the Ashwagandha.
 - ii. The value is: Paying attention in small detail that they go through their life and they don't know why they are not in their dream state"
 - iii. Sense it's value, I will use **PAS** to amplify the emotions, and sure it can include some of the curiosity levels but mainly it's amplifying.
 - 1. I will amplify the sub-headline after they open with an email, with a short kinesthetic feeling that as if they went through a break up to realize that yoga will not get them to where they want to be at.
 - iv. The body will be just amplifying the emotions and *smoothly* transition it to Ashwagandha as the solution.
 - v. Basically. Hook → roadblock → mechanism → product.
 - 1. Roadblock would be explaining that yoga is not the only savour to being healthy, there are also some specific details to their life they need to care about, and they need to improve their sleep.
 - 2. Mechanism, would be also that it's not always given by nature, and make it familiar with vitamin D because it's a common issue in the Netherlands.
 - 3. And the product would be Ashwagandha, because it improves sleep (Also multiple levels but sleeping would be amplified the most)
- c. Increase the levels
 - i. I would increase the dream state by amplifying, so the job is done above this message.
 - ii. I would increase the certainty by saying the detailed specific story that yoga will not act as a source to improve sleep, and that Ashwagandha will do it's job, I will explain it by showcasing organizations to improve the certainty, so also improved social proof.
 - iii. Trust is technically the same with the certainty.
- d. Decrease the levels
 - i. Compare our price to competitors, make it seem that it's very affordable for \$20.
- e. CTA
 - i. 2 way close.

Format: PAS

Headline checklist

- ☒ Urgent
- ☒ Unique
- ☐ Useful
- ☒ Ultra-specific
- ☒ Catch attention
 - ☒ The catching attention would be ~~recourses~~ in biologic desires, followed up by pattern interrupt and ~~matches with previous experience.~~
 - ☒ So it would be something like: "Yoga is NOT the single reason you'll

~~achieve the transformative health success"~~

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 - ☐ The value is: Paying attention in small detail that they go through their life and they don't know why they are not in their dream state"
 - ☐ Sense it's value, I will use **PAS** to amplify the emotions, and sure it can include some of the curiosity levels but mainly it's amplifying.
 - ☒ ~~I will amplify the sub-headline after they open with an email, with a short kinesthetic feeling that as if they went through a break up to realize that yoga will not get them to where they want to be at.~~
 - ☒ ~~What emotions do I want to trigger?~~
 - ☒ ~~I want them to feel like they are going through a break up with a belief that Yoga will not fix everything.~~
 - ☒ ~~What physical sensations can I describe to help and trigger that emotion? That they are feeling as if they are going through a break up, believing that youve been told multiple thousands of times that it improves everything in the world.~~
 - ☐ The body will be just amplifying the emotions and *smoothly* transition it to Ashwagandha as the solution.
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 - ☐ Mechanism, would be also that it's not always given by nature, and make it familiar with vitamin D because it's a common issue in the Netherlands.
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Headline: Is yoga the only way to transformative healthy journey?

Hey there, [name]

Yoga has made you feel like you're continuously saving your life, mentally, physically, and spiritually.

And making you experience calmness like you never did before with all of the stress...

Of course, yoga improved all of your inner problems, and making you to be very present to yourself, and fixing your sleep issues by 85%, [as proven by Sleep Foundation.](#)

But the unhidden truth is...

Is that it's not actual inner work.

You see, yoga can be viewed as an outer work at yourself, meaning, physically is your body, mentally is your *mindset*, and spiritually, it is just your spirit.

“What’s the problem?”

The problem is that once your body gets sick, or something tragic happens, then your body will go back to having bad sleep, and not generally in the best version.

Think of vitamin D.

You get vitamin D inside of your body, and it improves your skin, and strengthens your bones.

But if you don’t, then you would be caused by many health issues.

Now, a good way to think it in a way of yoga and to make sure that it would not happen by, is **Ashwagandha**.

We are not saying that Ashwagandha is a “must take” supplement, but it’s a cherry on top to improve your overall health performance and get closer to your transformed health journey to become the empowered side version of you.

Just being consistent with Ashwagandha, it will improve your sleep even better, guaranteed to make you sleep like a baby. And fresh in the morning as a lemon juice.

Namaste,

The Miverna company.