

PAS FRAMEWORK COPY

(this is a practice copy)

Product: Professional speakers (for music producers)

Motive: To get music products and beginner producers to buy the product while building a picture in their head that will lead them to the website where they can buy the product.

Target audience: Music producers/ people obsessed with music

Avatar: Chris a beginner music producer who is searching for professional speakers for amazing sound quality at an affordable price, with his fresh mind in producing it will be easier to persuade him to buy the product as he is new to the field.

Market awareness: This niche has a very high market awareness, meaning even a non producer knows a lot about how the product should be in general.

Where is the reader and where i want them to be:

According to the target audience the reader is currently in the music production niche, the reader will have desires relating to the product as speakers are the basic need for the niche, which I can leverage to make them act. The reader is highly aware of how the product should be and how it functions. I want the reader to paint a picture in their mind about the product where I will amplify their desires and pitch them the product.

Desires:

- 1) The market is deeply obsessed with speakers with high quality bass (deep bass)
- 2) The market desires crystal clear audio quality
- 3) The market also desires an elegant build quality and easy to set up speakers

Pains:

- 1) The market is frustrated with audio distortion at high volumes

- 2) Low humming sounds emerge from the speakers after a short period of use
- 3) Other pains are mostly related to defective products

In this niche, people have a higher amount of expectations than pains, hence I'll try to amplify desires in this copy.

E-mail:

Subject: Achieve CRYSTAL CLEAR audio with deep, rich bass

Imagine that you are drifting into the Sonorous Trance of the rhythm of the rich sounding bass emitted from your speakers.

Imagine being lost in your favourite song, feeling the goosebumps when you can finally hear the minor instruments that are always lost in the background,

Wouldn't it be nice if you knew how the professionals are so confident with their work of art?

Beginner producers try again and again to achieve that Melodic greatness in producing their own tracks,

No matter how hard they try to tweak their music the results are simply unmelodious, resulting in diminished confidence!

Producers take the blame for weak and distorted-sounding music all on themselves,

If you can strongly relate to this common but frustrating situation then,

There are only **28 Days** left for you to bathe in the soothing atmosphere of Pure Sound,

More than 5000 users have already benefited from this opportunity

Are you ready to take your music production to the next level before time runs out?

[Click here to achieve your desired sound](#)