

Video of the 100 pushups

<https://rumble.com/v446i4c-push-ups.html>

4 questions

Who am I talking to?

Chloe, 28. Chloe is exploring the world of herbalism/healing with plant medicine, so she's looking for an herbalist mentor that she can relate to. Chloe needs a reliable source to learn the ins & outs of herbalism. The reason Chloe is learning herbalism is to "become the herbalist her family needs". She wants to be able to make herbal remedies for her kids (if she already has) and family to heal. She wants to have a holistic solution for the everyday sicknesses in his family, like cold & flu, cramps, headaches, digestive issues, etc. Other than the everyday issues, Chloe wants to replace her chemical-laden cosmetics, from skin care to hair care, everything.

Where are they now?

Chloe is still pretty new in the world of herbalism and she just started following Herbalistalove on IG after she explored her page. Chloe is fed up with the mainstream skincare/haircare products as the big pharma is only trying to take their money, without solving their health issues. Chloe is a bit frustrated with the lack of herbalists she can relate to and learn from.

Chloe also follows other herbalists on Instagram, and she has already started to create her own herbal remedies at home, with a few mistakes here and there.

Where do I want them to go?

I want them to feel welcome to their brand-new community. I want to introduce Alita to them in a way that they will say: "She's the herbalist I've been looking for!"

Other than welcoming them, I need to show them what herbalistalove is about and how Alita will guide them on their journey of herbalism.

They also need to see what Herbalistalove will offer to them, and how Alita will improve their life.

I want them to put Alita's emails into primary so that they'll never miss an email.

What steps do they need to take to get there?

They need to trust Alita that she'll be able to guide them on their journey of herbalism.

They need to get excited about the topics I'm covering.

More about the Avatar:

Painful current state:

They are afraid of not being able to heal their loved ones. They are afraid of using different kinds of herbs, as they are unsure whether it would work.

There is too much untrustworthy information about herbalism on the internet. They don't know who they can trust.

Angry at the big pharma for not having safe & natural solutions for health issues without unknown side effects. Cold & flu, menstrual cramps, digestive issues, sleep, stress, anxiety, postpartum, hormone imbalance - these kinds of health issues. Trapped in the "take this pill for that problem"

Wants to get started so badly, but sometimes the "hows" can be overwhelming.

Personal issues: feeling constantly fatigued, struggling with digestive issues, or battling autoimmune conditions without finding real solutions

Dream state:

They would become the herbalist their friends and family needed the most. All of their friends would turn to them for health issues, as they know that she (the avatar) has an answer for that.

The avatar would be so confident in her skill that she could identify what herbs she should use for her or her family's health issues.

Who do they want to impress? First, themselves, for being able to become confident in their abilities to create herbal remedies for themselves and family. Secondly, they also want to impress their family and friends.

Feeling about themselves in the DS: They secretly desire to be a confident herbalist, who can heal her family anytime, and maybe in the future start her own business as an herbalist. They would be proud of themselves. Fulfilled. Their friends and family would give them even more support and love.

Roadblocks and solution

The main **roadblock** is that the avatar doesn't know who she should trust, as there is a lot of untrustworthy information out there about herbalism, so the avatar needs a herbalist that she can relate to → The avatar will trust them, thus be able to learn from them.

Solution:

My client, Alita, is the herbalist who they can trust and turn to with all of their questions about herbalism.

Personal analysis

The main issue I see with my copy is that I'm mentioning too many things and I should probably concentrate on one main topic, and leave the rest for other emails.

Other than this, I don't have a strong hook, so I might have to change the subject line and go with a less boring version and enhance the beginning part, as there is no vivid description about their current state or dream state.

Also, I should probably shorten this down, but most of the competitors emails I've seen are even longer.

I've tried to be very specific with the health issues I mention, but I feel like I could have done a better job.

Verdict: Add more emotion and "color" to my copy.

Copy

Context: *It's a welcome email after subscribing to her email list. (There is no lead magnet yet)*

SL: [Name], Welcome to The Herbalista community!

Aloha [Name],

Thank you for joining my lovely community, I'm so delighted to see you here.

In case it's your first time hearing about me, *let me give you a quick introduction.*

I'm Alita, the founder of **Herbalista Apothecary** and a certified village herbalist with over 10 years of experience.

[Picture of Alita]

[A few more sentences about Alita, to connect with the reader on a personal level]...

As you have joined our community, here's a glimpse of what your journey will look like:

- I will guide you on your journey to **become the herbalist your family NEEDS** for their day-to-day issues.

Whether it's helping out your sister to ease her unbearable cramps, relieve your little kids from their pounding fever, or banish that annoying stomach bug you've been having, you'll be concocting herbal remedies for all your family with **ease**.

- Finally **toss away** your chemical-laden body products and replace them with **nourishing plant medicine** as your go-to solution for your skin & hair care routine.
- Get access to dozens of my favorite tincture, potion, mocktail, and herbal tea recipes that have already helped hundreds of people over the years relieve their anxiety, completely improve their sleep, digestion and so much more...
- You will discover how to connect with your favorite plants on a spiritual level and fall in LOVE with herbalism so that it becomes much more than just a hobby...

Remember, I'm here to guide you on this journey and filter the overwhelmingly much information about herbalism.

Enough talking from me, let's hear something about **you**.

Why did you start your herbal journey?

Please share your own personal story with me I'd love to get to know you more.

Much Love ♥

Alita

Founder of Herbalista Apothecary

PS: If you have been reading this far, I'm sure you will want to see more emails from me, so make sure to drop my emails into primary for more herbal wisdom and updates that will enrich your herbalist experience.

[Socials, Website]