

I'VE UPDATED THE COPY AFTER I GOT A REVIEW FROM THOMAS!

And Thank you for the review :)

Here's my 100 squats video, rumble: <https://rumble.com/v4mgxsl-100-squats.html>

1 - Who am I writing to? Who is my avatar?

Short story/background story: Kata, the 41 years old woman, is a nature lover and animal advocate who enjoys being outdoors with her dogs. She loves to be active on Facebook, participating in several animal-related groups, (she's the type of person who shares pride and COVID-19 logos as her profile picture). She doesn't have children and never wanted any because she considers her dogs as her kids and takes care of them so much. She spends a lot of time training her dogs and is with them all day. However, she also loves children, which is also part of her job. She paints children's faces, and even though she doesn't earn much money from it, she loves her work.

An average day for Kata: She wakes up early, takes her dogs for a walk, washes them a bit after a one-hour walk, and then goes to work. She works 3-4 times a week, always taking her dogs with her because most kids love them. When she's not working, she browses Facebook to inform people in groups, watches TV, or reads articles. She spends a lot of time on articles related to animal welfare and the environment. After finishing her tasks, she sits down to watch a movie with her dogs, then they have dinner together, and finally, it's time for sleep. Overall, she doesn't do much, but what she does, she does wholeheartedly! Sometimes, she also practices new face painting patterns at home.

2 - Where are they now? What are they thinking feeling? Where are they inside my funnel? etc

They are at the stage where they are aware of the market, and they know about what we offer to them. But they are still hesitating why they should trust in us when we say we can solve their dog washing process' problems!

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

We want them to go, and try out our service the next time after a long dog walking session! I want them to go from not trusting us to a state where they say "Hmm... this is a logical solution for our problems, let's give it a try!"

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? What are the steps that I need to guide them through to take them from where they are now to where I want them to go?

We needed to catch their attention if we want them to open one of our first emails in the email list... so I've chosen a catchy headline. Why is it catchy? Because studies have shown that 80% of dog owners ask advice from their local animal doctors. So we have to mention that we talked with a professional because we build trust this way.

In the copy, they must experience the feeling of FOMO, so we can manage to get them to a stage where they say "Fuck it, let's give it a try!"

So the steps:

1. Catching attention
2. Telling them that we know about their problems
3. Telling them that a Professional advised to go and use our service because it's just as good(if not better) then washing the dog at home.
4. Building a good, and friendly connection between writer and reader
5. The last. After we got their attention, showed them the problems, and put the service as the solution with a little bit of humor at the end that *pushes* a pain button... Will make them to go, and try out our self-service dog washer!

Roadblocks and the solution/mechanism:

Their biggest roadblock: They are mentioned in my email, so let's say they cannot wash their dog because the dog is too big for the bath...

Solution: Our "shop" has a very big tub that will prevent the dog from jumping out of the bath.

Personal analysis:

I need to improve on how I use english.

I need to improve on my english vocab, so I can put more fun in the emails (this market LOVES when they are reading something that is funny and entertaining.

SELF-SERVICE DOG WASH P.A.S FRAMEWORK

This simple and safe approach will make your dog love baths...

A lot of dog owners try to make their dogs love baths, yet 99% of attempts fail, and here's why...

If the dog is big, it won't fit into the tub, making you unable to wash your dog at home. This may end up in serious health problems...

If there's some fear in the dog, it will always want to escape from the baths, and you'll never have a pet who smells fresh...

If you take them to a groomer, there might be some conflicts with other dogs, and it may generate a very uncomfortable situation for you and the other pet owners around you...

We've read many facebook posts, and articles about these problems...

And we know that it can make your life way harder, if you're spending 40+ minutes washing your dog properly.

This is why we want to share our self-service dog wash

It takes care of all the mentioned problems, as well as allowing you to have a fresh and happy dog in just 20 minutes.

Here's how we will solve your problems in just a blink of an eye:

We have a huge washing tub , which allows every dog to feel the calming sensation of comfort

Take a look at Rami, THE BIG DOG! <link>

We also prepared snacks, so even fearful dogs want to come back to us for a big splash

And of course, safety comes first...

An easy to apply **chain in the tub** that prevents our favorite ones from jumping out and getting into conflicts with other dogs.

We've already made a 100+ dog owners satisfied with our approach, and we would be very happy to see your dog's warm smile next on our photo album.

<photo album link>

Sounds too incredible?

It sounded that way to Suti, the cute dachshund, and to his owner too, but when they came to us, they both got surprised. Suti came to love baths, and both Suti and his owner have been coming back to us since.

(If you want to read from Suti's owner and many other satisfied dog owners who shared their fun experiences with us, just take a look at our testimonials.)

So if after a tiring, muddy, dirty walk you want to treat your dog with a refreshing bath <the name of your dog>, then come and visit us (And the word "us" is a link to Google Maps)

And as one of our colleagues put it...

"Nobody likes it when the dog goes home after jumping into a pile of tar :)"

Head to the wash and go from making a big mess in your home ~ to just focus on being the proud owner of a cute little doggy, who can feel the pleasant sensation of cleanliness (This is also a link to Google Maps)