

- PAS
 - Problem - describe a pain point that the recipient has
 - Agitate - elaborate on the problem and show the effects
 - Solution - provide a solution for the problem

Email

Subject Line: Over Budget Products?

Are you tired of the endless search for room items that always seem to exceed your budget?

We've all been there - spending countless hours finding the perfect piece, only to realise it's far beyond what we intended to spend.

But what if we could change that narrative for you?

Imagine effortlessly finding items that not only elevate your space but also fit comfortably within your budget. No more compromises, no more budget blues.

Imagine walking into your room and experiencing a sense of freedom and completion as you place the perfect item, complementing every corner effortlessly.

That feeling when a friend bursts in, astonished at your find, knowing you've snagged an exceptional piece well under your avoid repetition of "budget"?

You've proven the naysayers wrong, turning the impossible into your reality.

Do you want to experience the feeling of having a product under your budget?

Click Here To Explore Our Custom You gave away what you want to sell, so I would recommend making the text connect a little more to rugs (little more specialisation) otherwise, you can preserve the curiosity up till next email Which Are Well Below Your Budget!

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

My avatar is Jack, who has a room problem that he can't take care of because of his budget his room looks bland and needs a makeover, but he has troubles with his budget.

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

They are thinking of quitting because it is hard to find a product under his budget, they are feeling nervous because their room is still bad, and worried because they can't find a product under Jack's budget.

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

I want them to go to the socials and the website to eventually buy the products.

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

I need them to realize their problem, and amplify it.

Then realize their dream state

Then a solution

Then the CTA to it.

Zoreo: 3 Months Ago, PAIN

70 bucks for 1 clear show box is ridiculous.