

Name: Jason

Age: 42

Occupation: Accountant

Current State: Jason is a health-conscious individual who is looking for high-quality, natural supplements to improve his overall health and wellness.

Dream State: Jason dreams of a world where all health supplements are made with clean, natural ingredients and are affordable and accessible to everyone. He envisions discovering a supplement company that he can trust and rely on for all his health needs.

Roadblocks: The biggest roadblock for Jason is the overwhelming number of supplement options available on the market, making it difficult for him to know which products are trustworthy and effective. He is also concerned about the quality of ingredients used in many supplements and wants to make sure that he is consuming products that are safe and natural. Additionally, Jason is looking for supplements that are affordable and fit into his budget. Finally, he is looking for a company that is committed to customer satisfaction and has a proven track record of providing high-quality products.

Sales/ Product Funnel

1. Social media/ newsletter to drive audience in
2. Sales page (information about products/ services... prices etc.)
3. Once they purchase next is upsell page where they are introduced to more products to increase LTV
4. Next is order page where they can put information in (credit card etc.) and purchase their products
5. Thank you page where they are further detail on what they've purchased and a thank you message
6. Members area where they get access to whatever they have purchased

Purpose of the product funnel is all about improving sales pages, increasing conversion etc.

1. Copy Example

SL: Energy Levels Dragging You Down?

There it is.... Boss kept you in overtime but you're finally done... You grab your things and off you go

You can feel your lifeless body run on autopilot as you drag yourself out of your imprisoned office.... Like some Walking Dead zombie you scramble up a decision....

Do you go to the gym.... Or do you pay your trusty couch a visit..... You know what you SHOULD do

But your soulless body can't bring itself to it...

As the hours leave you empty, you can't even fathom the idea of going to the gym

💡 BUT, then it hits you,

you remember that "miracle" supplement you saw online and in an attempt to salvage some energy, you take it

30 minutes go by..... And you still feel like you've been run over by a train

You think to yourself.... "Why'?"

Well, you see..... This is what I like to call "desperation"

These "magical" pills are all means to dig into your desperation for energy as they promise to "sky rocket your energy."

You're probably now thinking "ok.... So now what"?

Well... now is the time you make the choice to break out of your zombie like shell

To fuel your body and lifestyle with proven, testified methods.....

To never worry about your health again

Click here for energy that actually energizes you

Sales Page:

Welcome to Snap Supplements, where we offer high-quality, natural supplements to improve your health and wellness. Our products are made with clean, natural ingredients and are affordable and accessible to everyone. Explore our range of supplements and find the one to fuel your body. Check out our prices and special offers.

Upsell Page:

Congratulations on your purchase! To help you further improve your health and wellness, we would like to offer you some additional products at a special price. Check out our exclusive bundles and special deals to get even more value for your money. Remember, the more you buy, the more you save!

Order Page:

To complete your purchase, simply enter your information, including your credit card details, and submit your order. We offer a secure and easy-to-use checkout process to ensure that your transaction is safe and hassle-free. And remember, all our products come with a satisfaction guarantee, so you can shop with confidence AND energy.

Thank You Page:

Thank you for your purchase! We appreciate your business and hope that our products help you achieve your health and wellness goals. Your order details and delivery information will be sent to you via email. Please don't hesitate to contact us if you have any questions or concerns.

Members Area:

As a valued customer, you now have access to our exclusive members area, where you can access all the products you have purchased, along with additional resources and tips to help you improve your health and wellness. Log in to your account to get started, and don't forget to check out our latest products and special offers.

Remember, at Snap Supplements, we are committed to providing you with high-quality, natural supplements to help you live your best life. Whether you're looking to improve your energy, enhance your performance, or support your overall health, we have the products and expertise to help you achieve your goals. Thank you for choosing Snap Supplements!