

Push-ups:

<https://vimeo.com/900806177>

Website:

CONTEXT:

I am writing a copy to a local business co-owner who owns a restaurant called “Ten Points Porridge” which cooks authentic porridge at Woodledge Mall and Rivervale Mall. They currently own a Facebook account with more than 800+ followers and receive over 8000 reviews on Foodpanda with a rating of 4.5 and over 500 reviews on Deliveroo with a rating of 4.6. They've started their business about a few years ago to get to where they are right now

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

I'm writing this to the type of people who like to eat traditional porridge and whose income is around the low and middle-class people. Authentic and food tend to be more attractive to the older generation who prefers to eat traditional food.

2. Where are they now? What are they thinking/ feeling? Where are they inside my funnel?

They feel hungry, tired, and restless after a day of work, and want to eat porridge for dinner/ after taking care of their family. After eating the porridge, they should feel refreshed. They should feel comfortable eating traditional food

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

At the end of the copy, I want the readers to find the porridge restaurant. (Locations will be provided at the start and end of my copy). I want the readers to order food at the porridge restaurant or order food online (eg Foodpanda, Deliveroo, Grabfood)

4. What must they experience in my copy to go from where they are now to taking action I want them to take

They must feel hungry and crave the appetizing food at the end of the copy to CTA. They must feel that the food served there would be more than enough to leave them full after a full meal

ROADBLOCKS:

Unable to find healthy traditional food for everyone in their family to enjoy. It may not be up to everyone's liking/ preference. The readers/ customers might not be hungry at the moment of reading the copy. The reader/customer might not be close to the restaurant. The food might be more costly to some people.

Personal analysis/ solution:

The solution to the proximity of the restaurant is through the use of online delivery (eg Foodpanda, Deliveroo, Grabfood)

Create a website to show the available food

Grow their social media platform (currently at around 800+ followers)

Provide the whole menu on their website

The solution to the high prices is to use discounts by signing up their Gmail (eg Receive a 10% discount upon signing up now for the first time on your first meal and receive updates on even greater deals!)

Copy:

<https://docs.google.com/document/d/135ZEfd6-C1H8qA8THtZDBEK0dCNxLBBNodL60IltLaQ/edit?usp=sharing>

Website:

I am still working on the menu for the website as I am still waiting to receive the menu from my client.

Apart from that, please suggest what to improve on my website.