

These are work examples I have prepared for prospects, each email is coming from different businesses and have no connection at all.

They have not been tested.

(I have never worked with the businesses in each email, only one of them is real, the other 2 I made up for a better experience for the reader.)

There are 3 different emails total spreading across 6 different pages for you to review 👉👉👉

(You have editor access, so you can write down the review under each one.

Thanks G.)

100 pushups: <https://vimeo.com/927866358>

Who am I writing to?

I'm writing to men aged 20-40 who are semi insecure about their physical appearance. Their confidence is low, they constantly have crushes but they are never noticed and never have the guts to talk to them. (Male grooming niche)

Where are they right now?

They are stuck, and have tried other products from other brands whose quality was less than ok. They are not sure what to do, but they want to change something about their physical appearances for sure

What actions do I want them to take right now?

I want them to purchase the product, realise its greatness and trust our brand, becoming his main supplier for fragrance products.

What must they experience inside of my copy to go from where they are now to taking the action I want them to take:

They need to realise the confidence they could receive from our product, and how it could change how they react to life.

Readers roadblock and solution/mechanism that will solve that roadblock:

The reader's roadblock is insecurity and lack of romantic relationships based on his outward appearance. I am trying to put this in a way where I am selling fragrances as confidence, which in turn will change how he'll react to life and how life will react to him.

Personal analysis:

EMAIL 1:

I was struggling to write fragrances equals confidence (the selling angle) strictly through the whole email, so I tried creating the emotion of FOMO and anxiousness and urgency until they got the product by explaining the confidence received when receiving a haircut. Then saying cologne is an alternative. Is transferring excitement that one product gives to another relative product a good or bad strategy?

Roadblocks: Always feeling unsatisfied with their outward appearance; insecure. And wishing to get with the pretty girl.

Solution: show Different ways to increase confidence with the one i provide which is: fragrances

Dream outcome: to be the guy that takes notice and is looked at as the cool fella, basically to be seen as a G.

Market stage: 2-3

Where they are emotionally, when it comes to their physical appearance, they are always unsatisfied

Where they are physically: They are like your average 20-30 y/o single doctor in america.

They are thinking that they always have bad luck or they are meant to be the loser they currently are.

[\(SL\) Confidence EXPLAINED. PDF](#)

Your review:

Who am I writing to?

I am writing to earth activists (like super crazy earth activists) who are very concerned for the earth but not completely sure where to help out.

Where are they at right now?

They are aware of the issues surrounding the earth but are not sure how to help out, also because sustainable options are expensive options for them.

What actions do I want them to take right now?

I want their fear for the earth to increase greatly, almost forcing them to have to do something about it. (and obviously Eco-driven because we are affordable)

What must they experience inside of my copy to go from where they are now to taking the action I want them to take:

They must experience fear and worry that this might be the last decade or so of their existence, in order to complete purchasing the businesses product or products.

Personal analysis

I'm not sure if the switch from the pain and amplify section to the solution connects very well. I'm also unsure if that little picture of the wasteland with the text beside it is a good subtle fear amplifier or not.

Roadblocks: Wants to support the earth in an affordable way.

Wants provide some form of support for the earth but not sure how to go about it.

Solution: A brand that provides an affordable solution for the benefit of the planet.

Dream outcome: from my perspective they wanna feel like they are doing a lot of good for the planet.

They are thinking: right now it's just nudging in the back of their mind they should do something to help out the planet. Like when you have important task to do but your weaker self tries to ignore it until you're able to get a grip on yourself.

Market stage: 2-(little bit of 3)

Emotionally: they know they should do something but they aren't.

Physically: I basically picture them to be your average lgbt supporter slave to the matrix.

[\(SL\) Hopefully this makes it easier for you... PDF](#)

Your review:

Who am I writing to?

In this email I am writing to people who care about their health, but are too lazy to make a big switch for their diet so they continue to eat crappy processed food.

Where are they right now?

They are going through their everyday lives with at least 60-70% of their diet being rubbish and cheap made food.

What actions do I want them to take right now?

I want them to get scared and I want to open their eyes to further health risks that come with their eating habits.

What must they experience inside of my copy to go from where they are now to taking the action I want them to take:

They must experience fear and urgency for their health, so they may make the switch to an easier healthy lifestyle where healthy food can be shipped to them. Which "Gousto" (the brand) can provide for them.

Personal analysis:

Wondering if I tried too hard at being funny when I said "I might've expired soon". Also Is the design for the email too "off-putting" and doesn't really connect with the message I'm trying to share?

Roadblock: wants to start eating healthy, but is too lazy and doesn't really know much about healthy alternatives

Solution: A brand that provides healthy pre-made meals which we can ship to them.

Dream outcome: have 6 packs and be healthy and look ripped. (basically just get the diet down)

Market stage: 3

They are thinking: They aspire to be super healthy and fit, but are making stupid excuses

Where are they emotionally: they are very slightly depressed

[\(SL\) Stop eating plastic. PDF](#)

Your review: