#### **AVATAR 1**

The avatar is Jenna, a 27-year-old professional woman who suffers from hyperhidrosis and has tried multiple antiperspirants without success. Jenna is frustrated by her excessive sweating and fears it will negatively impact her career growth and personal relationships. Her dream state is to feel confident, professional, and comfortable in her own skin without worrying about sweat stains or odor. The key roadblock to achieving her dream state is her excessive sweating. product provides a non-invasive and convenient treatment option that delivers precise and controlled dosages of iontophoresis treatment, making it easy to use, comfortable, and effective.

## **Copy = Instagram caption**

# Stop letting sweating hold you back from enjoying the activities you love

If you're struggling with hyperhidrosis and you are still trying to bypass its symptoms, you're certainly missing the bigger picture. By only focusing on the surface-level issues, you're missing out on the chance to tackle the root of the problem.

Think about it...

As soon as you put pen to paper, your hands turn into a waterfall, soaking the page and making your writing almost illegible. Even with a towel in hand, it's like trying to hold onto a bar of soap in the shower—a frustrating and futile experience.

Using a laptop or phone might seem like a more convenient option, but you know that even with constant wiping, your wet finders trigger a frenzy of opened tabs and misplaced clicks. One wrong move, and BOOM! 3 messages were sent.

That's nothing compared to the mental power you need to endure the feeling of wet socks or needing to shower five times a day to keep odors at bay.

Even worse, in social situations or at work, refusing to shake other people's hands can get misinterpreted easily. Leading to awkward moments and uncomfortable explanations. When in fact, you just try to save them the trouble and avoid any kind of embarrassment.

Every morning, the daily struggle of selecting an outfit becomes a monumental task. It's not about fashion or style, but about avoiding embarrassing sweat stains that can seep through your clothes and betray your secret.

You see...

Trying to overcome just one of these problems can be quite challenging, but dealing with all of them at once can feel downright impossible. That's why it's crucial to tackle the root cause of hyperhidrosis, rather than simply addressing the symptoms.

You can finally be confident shaking hands and keeping your shoes dry all day long.

This non-invasive, drug-free solution will put an end to excessive sweating controlling your life, and you won't have to waste any more money on disappointing antiperspirants.

No more unwanted odor, burning sensations, or embarrassing sweat stains.

The best part about roduct name > is that... you only need 15 to 20 minutes to start drying like a desert after a long-awaited rainstorm.

Get ready to put your best foot (and hand) forward with product name>
(link in bio)

#### **AVATAR 2**

### **Copy = Facebook post**

**Unlock Your Dog's Full Potential with Crate Games Training Program** 

Do you find yourself sometimes frustrated when it comes to training your furry best friend? Does he/she refuse to follow basic commands?

Maybe your dog chews on everything in sight, or maybe he is anxious or even unmotivated.

It can be quite a challenging situation, especially if you can't communicate properly with your dog. We all know they can't talk, but they can actually COMMUNICATE.

And knowing what a dog is telling you is vital for a deep bond between you two. In fact, it will allow you, in return, to have a confident, motivated, and focused furry friend who listens to your every command. What better way to strengthen your bond with your furry companion than through games? That's right, games! They not only provide endless enjoyment for your pup but also for you.

They are called roduct name > and they are designed to turn your dog training woes into wows, by targeting specific aspects of your puppy's behavior:

- Gain a more motivated and focused dog
- Teach your dog to relax
- Develop your dog's self-control and confidence with a choice-based game
- Grow a stronger rooted relationship with your dog

So that you can experience your puppy effortlessly following every command and displaying impeccable self-control. You'll no longer have to struggle with training. Instead, you'll be able to enjoy a more fulfilling and loving relationship with your furry companion.

<u>Time to grow a dynamite relationship with your dog and unleash his ture</u> <u>potential</u>. Enroll now and experience an exciting transformation along with your pup!

And remember: "Dogs do speak, but only to those who know how to listen." - Orhan Pamuk

#### **Avatar 3**

The avatar in question has a number of pre-existing medical conditions and physical limitations, including injuries, tight hamstrings, joint and muscle pain, back pain, and stiffness. Their dream is to improve their overall physical health and wellbeing by achieving healthy knees, stable ankles, better balance and posture, increased life expectancy, greater comfort and confidence, and more energy, vitality, and agility. However, they face obstacles such as a lack of knowledge, motivation, and time due to their busy schedule. The solution to these challenges involves finding a qualified yoga instructor, starting slowly and progressing at a manageable pace, and making yoga a habit to stay motivated and consistently improve.

## Copy = Email

Subject line: From stiff as a board to flexible like a rubber band

Feeling stiff as a board in the morning is not the way anyone wants to start their day.

You dread every step, every move and every stretch.

The pain is unbearable. Unless you stop moving or become an actual statue, the pain will constantly follow you as you go about your everyday activities.

It can be worse if you have a previous injury that pops up from now and then to say hello and add some challenge to your work.

And it's not just physical - it affects your mood, your productivity, and your sleep. It's a vicious cycle that keeps repeating itself, no matter what you do. It always ends up with another unproductive day at work, and another restless night of poor sleep.

The issue is...

You've most likely tried everything.

The chiropractor, the painkillers, the hot baths and massages. But nothing seems to work. You may have succeeded in reducing the pain.

BUT It always comes back, like a boomerang, hitting you harder each time. It's frustrating, time-consuming, and expensive. And it's holding you back from doing the things you love, and being the person you want to be.

BUT you have to STOP your motivation from fading away ...
It's time to reclaim CONTROL over your rebellious body.
You need to improve your balance and posture. You must refill your body tank with vitality and change its old stiff engine with a new vital one.

So you can not only have the flexibility of a rubber band, but also convey peace and positivity wherever you go.

There's no need for expertise when you can have all my yoga brain's pure knowledge extracted and condensed into a one-of-a-kind masterpiece. And it's waiting for YOU.

So are you ready to discover a world of relaxation and comfort? A world where you can actually feel the flow of energy in every joint and muscle.

Are you ready to take the first step towards a pain-free life and become the most flexible person in the room?

Begin your path to a healthier, happier, and more vibrant you.

And remember: "The pose begins when you want to leave it"

Over and out! 🐇