

Spec work is at the bottom

Target market. **Their target market is people who live in apartments and homes in the newark new york, middle village new york, ridgewood queens new york area. These homeowners are in their mid 30s.**

Avatar: **Their avatar is Margaret P. She is a white female living in the middle village new York area. She is slightly overweight and has glasses.**

Current state: **Needs their pipe under the kitchen to be replaced.**

This isn't margaret p but it was a different review left by a different customer. **(I had a clogged kitchen sink that was not remedied by the usual methods.) (This isn't margaret p but it was a different review left on yelp) Had a leaky noisy radiator**

Dream state: Margent p says her dream state is to repair the pipe under the kitchen.

Outside forces. noisy radiator which has kept me up most nights, and wasn't confident enough on my own to fix it further than replacing the steam vent **(This't margent p but this is was different review left on yelp.)**

Roadblocks: (this isn't margaret p but this is a different person who left a review for emule and son on yelp)**For years I have had issues with heating to the top floor of my home. Many plumbers came by and did services that they claimed solved the problem but would only work for a few days and the issue would come back.**

Solutions: **a replacement pipe for their kitchen pipe**

Product **Emule & son needs will replace the pipe in their kitchen pipe so it can be functional and working again.**

Pains: (This was from a review left on a different business on yelp but still in the same plumbing area **woke up to no hot water running during some of the coldest days in New York concerns about the safety of their house and the ability to maintain heat. being a single woman who had been taken advantage of in the past by labor guys**

Desires: (This was from a review left on a different business on yelp but still in the same plumbing area. **fix the loud noises, leaking faucet, and broken hot water faucet in their shower stall. happy to receive advice on how to maintain their plumbing system and improve their shower experience. problems resolved quickly and professionally)**

Values

professional and respectful
HE HONORED THE ESTIMATE

Language

(this isn't margent p but a different review left on yelp) **It was only until this AM when my pipes were banging like a construction site**

What I'm writing is an opt- page for e mule

The objective for this opt-in page is to get the reader to want to submit their contact information which will generate a lead for the e mule and son plumbing company. This opt in page needs to have wifim for the reader margent P. and talk about her values.

Margent P

Wants to fix the pipe in her kitchen,

The copy that I'm modeling for this opt in page is the andrew bass opt in page

Spec work below

E mule & son

Have a plumbing problem but not sure what it is ?



Enter your info below to receive a questionnaire so we can help you.

Your first name here

Your email here

[Download the questionnaire here](#)