

Rumble Link (100 squats): <https://rumble.com/v43xz9h-december-29-2023.html>

MARKET RESEARCH (ANTI-AGING) EMAIL COPY

ROADBLOCKS

Their biggest roadblock right now is not having enough income to get Botox injections every single year.

The 4 Questions

1. Who am I talking to?

Women with WRINKLES on their faces who can't afford to get Botox.

2. Where are they right now?

They are currently worried about looking older than they are because of wrinkles. Their confidence is taken away because they compare themselves to people of their age. Currently have fears of losing their spouse.

3. What do I want them to do?

I want them to click the link and enter the sales page where they can buy the retinol serum to help with wrinkles.

4. What do they need to experience to take them from where they are to where I need them to be?

I want to trigger their emotions by pointing out exactly how their life is at the moment. After that, I will create some sort of urgency by telling them that their situation is only going to get worse if they don't take action. At this point, they are probably thinking I am going to suggest getting Botox injections. So I am going to make it clear that they do not have to go for Botox and the solution I am suggesting is more affordable and simple.

PERSONAL ANALYSIS

I decided to go with a more aggressive approach to this email and try to stretch the pain threshold a little bit more. I am not confident with this approach as I think it might lose the readers' interest. But I wanted to know what's your opinion on this approach and please tell me which part needs improving.

EMAIL COPY (RETINOL SERUM).

SUBJECT: Restore your youthful look with this EASY method

You no longer want to go out with your peers for a nice lunch at your favorite restaurant.

You are afraid of telling people your age because you do not want to shock them. But the truth is, they can see the trauma on your face.

They can see that the makeup you wear is not for enhancing your looks but for covering your insecurities.

And it's only going to get worse than it already is until you take action.

You don't have to spend thousands of dollars every year on Botox.

Here's a simple way you can use to restore your youthful look without breaking the bank.

Best Regards

[Name]