

4 questions

Target market → “ Men who want to look their best while feeling comfortable

2. Where is my reader right now? → The reader is looking for new performance" menswear clothes (suits that are flexible, comfortable, and better fabric)

3. Where do I want them to go?→With the copy it's a PAS email that tells them the sales on their website.
The goal is to make them click the link.

4. What do they need to see, feel, and experience to get them there?→

See: They need to see the SL and feel intrigued.

Feel: Intrigued by the SL and make them want to learn more about the sale

Experience: Read the email and experience their pain and then amplify it while giving them the solution to their problem.

Target Market

- ***What kind of person will get the most out of this product?***
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- **Avatar**
- **Name, age, and face.** This makes it much easier for you to imagine them as real people.
- **Adam is 32 years old.**



- **Background and mini-life history:** Adam is a lawyer who works at a prestigious law firm. He is passionate about his work and is committed to fighting for justice. Adam is also a stylish person who appreciates high-quality clothing and comfort in his clothes.
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- **Day-in-the-life:** Adam's day typically starts with a quick check of his email and a cup of coffee. He then heads to the office, where he spends most of his day meeting with clients, drafting legal documents, and arguing cases in court. In the evenings, Adam enjoys spending time with his friends and family, going out to eat, or attending cultural events.
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- **Values:** Adam values justice, equality, and quality. He is also passionate about fashion and style.
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- **Current State**
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- **What annoys them?** Adam is annoyed by the lack of stylish and high-quality clothes that are suitable for the courtroom. He also finds it frustrating to have to waste a lot of time and energy trying to find the perfect men's pair of clothes (like polo shirts and jeans).

- **What do they fear?**

- Adam fears not being able to perform his best in court. He also fears not being taken seriously by his clients and colleagues because of the way he looks.

Wearing a tight and uncomfortable shirt/pants and ripping it from how tight it is.?

- **What do they lie awake at night worrying about?**

- Adam lies awake at night worrying about his cases, his career, and his future. He also worries about his family and friends.

- Adam stay awake at night wondering where he could find comfortable, stylish, and modern men-tailored clothes.

- **Dream State**

- **If they could wave a magic wand at their life and fix everything, what would their life be like?**

- If Adam could wave a magic wand at his life, he would have a successful career as a lawyer and a happy personal life. He would also have a closet full of stylish and high-quality clothes that are perfect for the courtroom or when going out.

- **What enjoyable new experiences would they have?**

- If Adam could achieve his dream state, he would have the opportunity to work on high-profile cases and make a real difference in the world. He would also have the time and money to travel the world and experience new cultures.

- **How would they feel about themselves if they made that change?** Adam would feel confident, successful, and fulfilled. He would know that he is living his best life.

- **Roadblocks**

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- **What is keeping them from living their dream state today?**
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- Adam is not living his dream state today because he is struggling to find stylish and high-quality clothes that are suitable for the courtroom. He is also finding it difficult to balance his work and personal life.
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- **What mistakes are they making keeping them from getting what they want in life?** He keeps buying clothes that are too tight and are not comfortable.
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- **Solution**
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- **What does the avatar need to do to overcome the key roadblock?**
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- Adam needs to be more proactive in finding the right clothes. He can do this by doing some research online or by going to a specialty store. Adam also needs to be more mindful of his time and energy management.
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- **Product**
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- **How does the product help the reader increase their chances of success?**
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- **AND**
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- **How does the product help the reader get the result faster?**
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- (Brands Name) non-iron shirts are made from a special fabric that is designed to resist wrinkles. This means that you can wear them straight out of the dryer without

having to iron them. This can save you a lot of time, especially if you are always on the go.

- (brand name) shirts are also made from high-quality materials that are designed to last. This means that you won't have to replace them as often as you would have to with cheaper shirts.
- Overall, (brand name) shirts can help you save time and money. They are also made from high-quality materials that are designed to last.
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EMAIL PAS (ABOUT THEIR FINAL SALE)

Subject line ideas:

Final Sale 🚨

Sales Up To 56% 🚨

Price 🤝 Quality

Save 50\$ 💰.

Hey there,

Are you tired of discomfort, the annoyance of sweat that appears nowhere, and wrinkles ruining your professional look?

Imagine clothing that erases discomfort, keeps you feeling fresh as a morning breeze, and remains wrinkle-free even in your busy schedule.

here is the place where price meets quality, helping you upgrade your wardrobe without breaking the bank.

Our non-iron shirts: Look sharp, and save time.

Showcase the best version of yourself through your wardrobe. Dress to impress and let your style speak for itself.

Click the link below, and your closet will thank you later.

[Link]