

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

MARKET RESEARCH AVATAR (HAIR GROWTH SERUM)

THE 4 QUESTIONS

Who Am I Talking to? Middle-aged men in the age range 25-50 who are experiencing hair loss and thinning.

Where Are they right now? They are currently struggling with hair thinning and have tried several products that did not help with growing back their hair. A large portion of this group is experiencing major depressive disorders because of that.

Where Do I Want Them To Go? I want these middle-aged men with hair thinning to buy my hair growth serum which has scientifically proven ingredients designed to stimulate hair growth.

What Steps Do They Need To Experience? I want these middle-aged men to know that hair loss is a process that can be reversed. I want to draw a picture in their minds of how their life would be without a receding hairline or thin hair. They need to believe that the product that I am suggesting will help them with their hair growth journey and it is guaranteed that they will get results.

ROADBLOCKS: Lack of access to hair growth products that adhere to high quality and have the specific ingredients needed for hair growth.

PERSONAL ANALYSIS

I had my copy reviewed and my biggest problem was writing my sales letter like a sales page. Honestly speaking, most of the changes in the previous copy I submitted were made by ChatGPT and I think that's why it sounded too "salesy." So in this draft, I completely abandoned ChatGPT and fixed all the mistakes on my previous copy while also trying to model sales letters from the swipe file. I tried to be as simple as possible.

EMAIL COPY DRAFT

SUBJECT: Say Farewell to Thinning!

Hair thinning is a common problem amongst men and a majority of them don't know what's causing it.

Men start to experience noticeable hair loss from the age of 20. It's a stark reality, and once it begins, it won't stop until all your hair is gone.

A staggering 85% of men who are 50+ years of age are badly suffering from hair loss. For some, it may seem like there's no chance of growing back their hair.

But here's the truth: hair loss doesn't have to be your fate. [Here's how you can change the narrative of hair loss throughout the years.](#)

Best regards,

[Name]

P.S: A study has shown that those with hair loss have a 34% higher risk of developing major depressive disorder.

