

1. Who is the avatar.

People (men and women) 12-28 Years old. People who don't like very complex watches, People who are looking for a clean daily driver. They also slightly give a shit about the world.

2. The current state of the avatar - pain

Too many watches in the market.

No reliable watches.

Get bored too quickly with their accessories.

They have a hard time talking to people.

Watches are too expensive.

3. Dream state of the avatar - Desire

Have something minimal to wear every day.

Have a watch they can keep on their nightstand and wear every day.

Have the ability to customise their accessories.

Have a conversation starter at a table.

4. Solution to take them from current to dream state.

Give them a watch that's minimalistic.

Give them something unique and customizable.

5. How I can help them achieve their dream state Faster/More reliable/Less riskier/less sacrifice

Autistic watch is a great conversation starter. The watch is only \$40. You have multiple options with the strap - you can **mix and match** with your friends. The design is very clean and simple, you can wear this watch everyday without a problem.

Tells time

Fashionable

Starts conversations

Saves environment - planted trees - It's for the earth

Helps poverty - jobs to the deserving

Gets you compliments

Goes with everything

Lightweight

Comfortable

Looking for a daily driver that you can mix and match with your best friend?

Want something reliable that you can wear everyday?

Scared of buying something you won't wear?

Want a watch that you can pair with every outfit in your wardrobe?

Concerned for the environment of the earth?

Looking for a watch that tells you time everytime you look at it?

Looking for a conversation starter?

Looking for something that gets you compliments every time you leave your house?

Have you ever had a watch that everyone just keeps asking questions about?

Into the minimalistic lifestyle?

Is minimalism your way?

Looking for a minimalistic watch that you can pair with your husband?

Looking for a minimalistic watch that you can match with your best friend?

Are you fed up with having a million watches that you can't even wear.

Do expensive watches overwhelm you?

Do you want to have a watch that you can wear on every occasion?

Do you want a watch that tells time and won't break your bank?

Good watches have to be expensive right? Well we at flex watches disagree... Flex watch gets you a cheap watch that gets you compliments everywhere you go.

Concerned for the earth? We plant a tree every time you buy a watch from us.

Looking to donate for puppies? We donate this collection to dog shelters.

Do you want to have something to wear with pride?

Are you the type of person who buys stuff for a good cause?

Have you ever helped the planet earth?

Have you ever gotten off your ass to do anything for mother earth? Don't worry you don't have to, we'll do it for your fat ass just pay us the money.

The concept of minimalism.

It won't be too long until everyone is minimalistic.

Minimalism is underrated.

Minimalism is at an all time high.

Go minimalistic now - lead the new generation.

Does your watch start conversations? This one does...

Are your watches known for starting conversations? Our watches are.

When was the last time you got a compliment for wearing a watch.

Introverts hate our watches.

Imagine this:

You're in the market for a minimalistic watch

You came onto our site and browsed for 2 watches

you got your discount and clicked off

Welcome Email

SL: Here's the **10% off** discount code you asked for.

WELCOME10

(Use this at the coupon box during [checkout](#) to get **10% off** your first order.)

Want to get a watch for your bestie too?

Reply with '*bestie*' to this email, and we'll send you a **15% off discount** instead.

Though the intended purpose for this discount was for 2 watches...

...we haven't put a limit on it.

Which means that it's totally up for you to decide.

P.S. By replying to this email, you'll be signing up for much more exciting offers and stories as part of the Flex Fam.

Here at Flex Fam, every watch sold results in planting of a tree.

The next tree will probably be planted in your honour, it seems.

We are excited to have you as a member of our family!

With Great enthusiasm,

David

SL: Want Matching Watches? We got you covered | 15% OFF Discount

Here's your upgraded discount code, use before it ends

BESTIE15

(48-hour expiry countdown (hh/mm/ss))

Are you the type of person who gets bored quickly?

You buy things out of excitement, yet those things only end up cluttering your wardrobe.

You can't even throw them away since you paid for 'em...

...that's where the Flex Fam comes to the rescue -

- 10+ Straps to choose from - You'll never run out.
- Got a new outfit? Don't worry we have a matching color.
- Mix and match with your friends - Easily swappable bands.
- Lightweight and Comfy - This will become your daily driver.

Click below to get your wrist in the game!

[Discover the wide variety of watches](#)

And oh yeah quick little reminder...

We're planting a tree for every watch that is sold...

... so don't forget to mention that when you get complimented on your watches!

Happy Flexing!

Travis.

SL: Introverts hate our watches.

Yes you heard that right

if you're an **introvert**, you probably don't need to buy from us.

If you're confused

Just take a look at this...



Ward B. Verified Buyer

02/26/23



Great Watch!

Great watch! I've gotten tons of compliments. Thinking about getting some different bands.

On Autism Classic

 Share |

Was This Review Helpful?  0  0

You read it first...

Our watches are getting complaints for starting too many conversations.
(ignore the 5 ★)

But hey

It wouldn't be a **smart move** for us to make an assumption about **you**.

So you make the choice

Can you handle the conversations?

Can you handle the **PRESSURE** of the compliment rain?

If the answer is yes

ONLY then you might want to **take a look** at the [Autism classic](#).

And oh yeah...

Your **15% discount** still has 24 hours left
(48-hour expiry countdown (hh/mm/ss))

Don't forget to use **BESTIE15** during [checking out your watch](#).

Best, Travis.

SL: I have a confession to make...

You see in the last email

I said that introverts **hate** our watches

but if you go over to our reviews

You'll quickly realize that's **not true**...

I mean how can you hate us?

We're literally getting you **compliments for \$34**

Now if you're wondering

"Oh but your watches start from \$40 where is this number coming from?"

I would like to stop you right there...

You are forgetting the most important part -

You still have 12 hours remaining on your 15% discount
(48-hour expiry countdown (hh/mm/ss))

I know you'd be having trouble making the selection,

So I brought some of my favourite pieces along.

Choose the one you like most and use **BESTIE15** when you check out.

Once again,
Travis.

SL: Pine or Red Maple 🤖?

Hey {{NAME}}

While you're taking your time to choose the *perfect* watch

I was at the nursery choosing the *perfect* plant

About to go with Pine
it dawned upon me

*WHAT IF YOU **HATE** PINE?!*

The thought of you **hating** me for my choice made me shiver...

Scared for my life

I had Lexi (my personal assistant) finalize the decision (god bless her)

Which is

If you get the [Autism Classic](#) we go **Pine**

If you [White-on-Black](#) we go **Maple**

Or the **best option...**
... [BOTH FOR BOTH](#)

Now Lexi's shift ends in **6 hours**

Which is exactly when your 15% Off code expires

So use code **BESTIE15** while checking out with your favourite watch.

Also, I'll let her clock out if you make the decision earlier ;)

Take that information as you will HAHAAHAHAHAAAAA

{{evil laugh meme gif}}

Seeya,

Travis.

