

Product: Cleaning supplies (B2B)

Target market:

- Business owners/managers
- Have poor cleaning equipment and/or looking to clean their operations

Avatar:

Who are they?

Joanna, business owner and manager of a small food chain, constantly works all day, has been spills and messes at work that cannot be overlooked by simply mopping, she needs proper cleaning supplies

Why is their current state painful?

She is working through a busy and fast paced environment, she doesn't have the right equipment to be cleaning the business mess, she feels trapped, as if she can't do anything about it, she feels that herself is getting dirty and grimy, she feels frustrated and annoyed about this problem

Why is their dream state desirable?

She wants all her worries about the mess to be gone, she wants all the stains, grime and dirt to be completely removed, she wants to feel relieved, she wants to feel as the fog is gone, she wants to feel free and clean

What is stopping them from achieving this?

She doesn't have comprehensive and quality cleaning equipment that can properly remove her mess

Where does the product provide the solution?

The product is a business that sells cleaning supplies, in this case we would offer Joanna a contractor mop bucket and a antibacterial mop head

P.A.S Style email

Subject line: Cleaning your kitchen is easy: here's how...

You know that feeling of utter disgust?

When it feels like everything around you is dirty?

Doesn't that feeling remind you of walking into your messy restaurant?

Not to mention you're too busy taking orders to fix it.

I mean, having to look at that grime all day and feeling like you can't do anything.

Chances are you already have some cleaning equipment but you are still frustrated.

Then that means you are in desperate need of an upgrade.

Once you get ahold of the right cleaning equipment,

You'd be so surprised by how relieved you feel.

Those dirty stains should have been so easy to remove,

especially in your fast-paced environment.

Imagine you walk with your chin up, shoulders back, and a smile on your face.

Because there's no mess to worry about.

So instead of looking at that mess,

[Click here to remove all that grime in your business FOR GOOD](#)
