

- DIC
 - Disrupt - disrupt the pattern to attract
 - Intrigue - keep the reader intrigued
 - Click - lead the reader to click

Email

Subject Line: Why Are My Orders Always Late?

Are late deliveries causing frustration and disappointment?

Waiting for packages that promise a week's arrival but never show up, then being left in anger.

If you find yourself constantly asking, "Did my products arrive today?" only to be met with a disappointing "NO,".

Click below to discover how you can transform your delivery experience.

Discover Reliable Deliveries Now!

Don't miss out, secure your order before stock runs out! Act fast to guarantee timely deliveries and bid farewell to the frustration of late arrivals.

Looking forward to seeing you on the reliable side,

Akhil Garg.

1 - Who am I writing to? Who is my avatar?

My avatar is named George, 20, and his problem is every time he orders a product, it becomes late and takes too long. Which has built a fear inside of him.

2 - Where are they now? What are they thinking and feeling? Where are they inside my funnel? etc

They are thinking of never buying a product again, because of the trust issues they have with products online. They are feeling angry and left out because they see all of their friends get it before them with other products. But when George buys one it comes late and takes too long. They are in the email funnel.

3 - What actions do I want them to take at the end of my copy? Where do I want them to go?

I want them to go to my website to buy a rug or discover this product.

4 - What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What steps do I need to guide them through to take them from where they are now to where I want them to go?

PERSUASION CYCLE:

- grab attention with their pain
- Keep the reader intrigued by the pain
- CTA

More than what I expected awesome, Letters pop out. Great for the man cave. **fast shipping to**.