

# D-I-C Framework Email copy

(This is a practice copy, not a real copy for clients)

**Product:** Adobe lightroom app

**Motive:** To get the audience to install the ADOBE LR app in their phones, later selling them the premium version of the same app after a 30 day free trial as a high ticket product.

**Target Audience:** Photographers and Graphic editors.

**Avatar:** Nicole, A 19 year old photographer in uni, trying to get better at photography and desiring to edit and finish her pictures effectively, so much so that she gets the attention of people through social media.

**What I want the reader to experience and where are they now?:**

The reader is probably a beginner photographer who urges to upgrade their obsession into profession by improving their pictures through the features of an editing software which will later assist the reader to get attention through social media platforms.

The Reader should experience the Joy of finally getting the solutions of their problems and they also should feel highly satisfied from the services that the app provides so that they can faithfully install the App and enrol for the 30 day free trial.

**Pains:**

- 1) Most of the Cutting edge editing apps Crash a lot, and this common frustration is seen in the people with low end devices.
- 2) People demand better features, as they can easily edit better on their phones without using any external application.
- 3) The Free trial asks for money before beginning the Trial.
- 4) The user interfaces are very complicated for a beginner.
- 5) Facing rejection from people after showing them pictures taken by the TG.

**Desires:**

- 1) People desire a simplistic app with advanced features.
- 2) People desire an optimised app for low end devices.
- 3) People want easy to use features so that they can enhance their creativity levels.

**Roadblocks:**

- 1) The Target Audience is tired of their pictures that look unprofessional and unattractive.
- 2) Editing photographs has become way too complicated these days.
- 3) The bright and vibrant colours seen through the human eye get dull and boring when a pic is captured through a camera.
- 4) Not everyone can afford the best cameras so they need apps to assist them.

## **Solutions:**

- 1) **IF** you use Adobe LR **Then** you can turn your mediocre pictures into highly attractive and professional looking pictures.
- 2) **IF** you install and update Adobe LR **Then** you'll be able to smoothly run the software without any crashes.
- 3) **IF** you have basic editing knowledge **Then** you can utilise the advanced features that Adobe LR provides.
- 4) **IF** you get used to the app interface and practice, **Then** you won't be facing rejections from other people.

## **E-mail-**

**Subject: ERROR! Your editing software..... has unexpectedly suffered a Crash!**

Did your spark of CREATIVITY end before it even started?

A photo project you had spent hours working on ALL GONE in the blink of an eye

Only if there was a secret to editing that could simplify your work

What if I told you that you can actually access these secrets you've been left out of?

As you just sit there and simply wish to have an editing software which is:

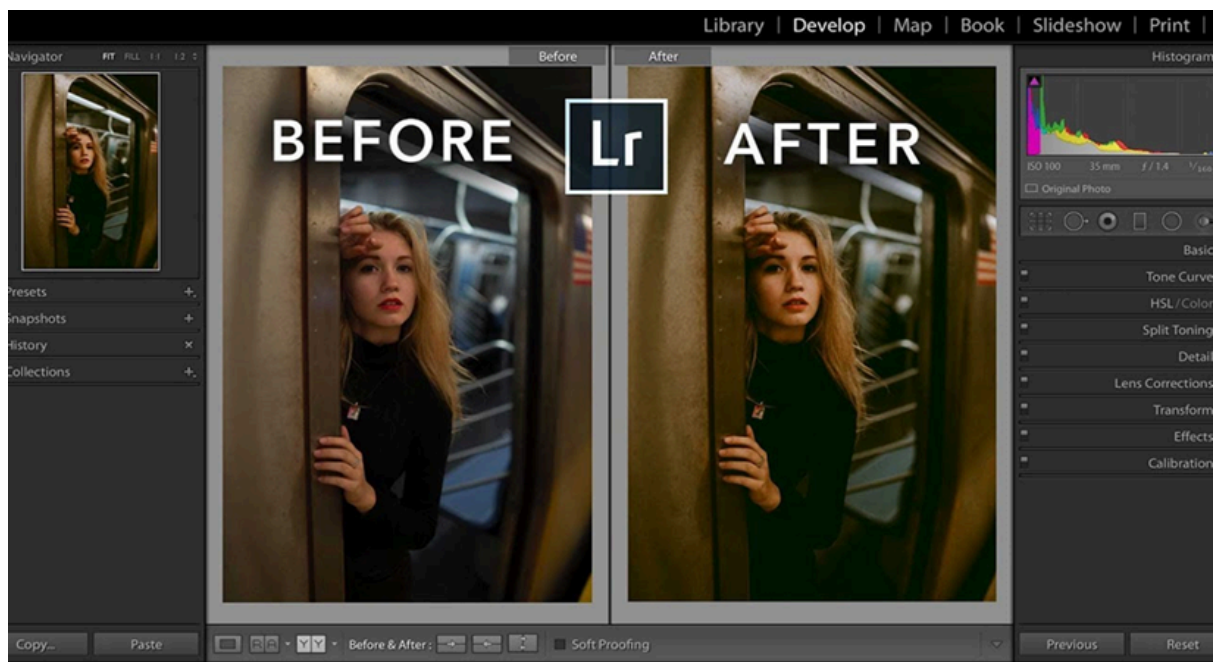
*OPTIMISED* for Low-end devices

*Has ADVANCED* features for professional Graphic editing

*Has a SIMPLISTIC and Easy to Use* user interface

With an **AFFORDABLE** price and 30 day money back guarantee

[WherewillifindthisSoftware](#)



**Sharp and eye-catching Results like these should you surely achieve,**

**As this path to progress will be all that you'll need**

[WhatAreTheSecretsToEditing](#)

**IF** you are seen as only the mediocre photographer and editor

It's YOUR CHANCE to be the one and only BEST they know,

[Use This Simple Way To Edit](#)