

1 Who Am I Talking to?

I am talking to a 32-year-old woman named Ashley with brown eyes and brown hair. She is married to her husband, Tom, and they have two kids together. Ashley owns a marketing business and makes around 60k a year. She lives in Hagerstown, Maryland, in the United States. Ashley is a loving mother passionate about creating a cozy home environment. Originally from a small town, she moved to Hagerstown for more career opportunities. Ashley enjoys weekend hikes and exploring local coffee shops and is known for her love. Of DIY home projects. Despite her busy schedule, she always looks for convenient ways to make her life more manageable. Ashley starts her day at 6 AM with a quick workout and a busy workday juggling marketing projects and family responsibilities. Lunch break offers a brief escape. She uses that time to go to local coffee shops and, in the afternoons, manage household tasks. Evenings are dedicated family time, homework, and dinner. After dinner, Ashley unwinds with tea, and by 10 pm, she is ready to sleep.

2. Where are they now?

Ashley feels stressed, and her mind is usually clogged with thoughts about her family and work through the day. Her pain of being stressed always has seen some relief from the tips in this newsletter. She hopes to find a solution that doesn't take up her time and can also clear her brain and help her relax.

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

I want Ashley to find that simple, time-saving solution that helps her relax and clears her brain from all that thinking. I would like her to see the copy as a way to get to the solution for her Pain and get her to click and go to the website that sells the product.

4. What must they experience inside my copy to go from where they are now To taking the action I want them to?

Ashley Must feel a personal connection with the message and see it as a way to help her have a clearer mind and feel more relaxed with her busy days. I can get her to take action by explaining how the solution can clear her roadblock and lead her to a more peaceful life. While also pinpointing her pains and saying how the product can help.

5. What are her Pains?

Ashley's pains are stress from work and family tasks, mental and emotional exhaustion, and lack of fulfillment due to child care; she also sometimes struggles with organization because her mind is scattered.

Short copy 1 DIC email:

To	cocc8380@gmail.com  Person  Person
Cc	 Person
Bcc	 Person
Subject	Busy moms unlock Stress relief and productivity

Hello, Ashley.

Did you know you are only a few steps away from clearing your mind in your hectic life? And no, it isn't caffeine.

Are you struggling to find peace because of Due dates on work projects and wondering what to make your kids for dinner?

Imagine this:

completing all your daily tasks with **INCREASED FOCUS** and **REDUCED STRESS** and **setting** your way to a more productive and fulfilling Life.

It's almost **INSTANT** relaxation, lifting the stress off your shoulders and leaving you feeling calm before you know it!
Giving you that warm feeling of control and peace in the atmosphere.

So so can focus more clearly and take on the day like a boss!

Pas short form copy-

1. pain/desire
2. Amplify
3. solution

SL: Lets face it. Work Projects can be stressful...