

Landing Page, Email 1,2,3 Mission

Product:

Recess | Zero Proof Sampler

Previous Landing Page:

<https://docs.google.com/document/d/1RarC8iNlxUOAAhJ9r03ffiXGyWG8ZAln3l5fQvPRqnU/edit?usp=sharing>

Previous Criticism from G's:

- Too childish
 - Updated, reduced profanities and gen z ass languages
- In my previous copy, I promoted the copy to get high but the actual product promotes calmness
 - Change product, that actually give the effects of feeling Relaxed
- You need a rewrite you want them to feel high or you want them to feel calm I am so confused and confusion is the main killer of any copy
 - Rewrite them below, i made it with Canva
- Change the wording stick to one main idea with one copy (calm or happy) ,make the other things like side benefits.
 - Relax

Four Winning Questions

1 - Who are you talking to?

I am talking to people who have a 9-5 job. Commuting, men and women. In their 20's to 50's. They live in an urban city, they're a corporate slave. They drink coffee from starbucks, they wear TWS. They are millennial. They use social media. Liberals and conservative. American.

They live in an apartment. Majority drink alcohol while some don't but the ones that don't are secretly curious about drinking alcohol. Some married some bachelor.

2 - Where are they now?

They live in urban cities like New York, and work 9-5 jobs. They work only to receive a salary and to have fun on weekends. All they think about is when weekends are gonna come, and spend their money.

They want to have a relaxing drink after work like beers or other alcohol, but alcohol gives bad effects like increased belly fat, or damage in their bodies. They also want a relaxing drink that has low calorie. They want something to drink that tastes good, relaxing, has low calorie, healthier than alcohol, and it's not violating religious principles.

3 - What objectives do I want them to achieve?

I want them to feel relaxed in their daily job lives. It could be but not limited to: nervous or anxious when starting a zoom call, or replying to an email, or asking a question to their superior, or could even be just wanting to relax after work. By consuming Recess Products.



4 - What are the steps they need to experience?

I would disrupt them in Instagram or twitter etc, then they will be moved to my web landing page, but they open it with their phone. So the landing page below is what it would hypothetically look like

Painful State:

- Feeling Anxiety
- Want a healthy drink but its expensive
- Stress during work days

Desired State:

- Improves sleeping
- An alternative to alcohol but healthier
- Wants to have a “calm” feeling

Roadblock

So they want a drink to feel relaxed during or after work or during weekends, they usually go to alcohol but they are mature enough to know that it isn't healthy. They want some drink that can make them feel relaxed, with lower calories, healthier, and to some religious people, does not betray their principles. Thing is Alcohol has these kinds of effects.

But more importantly it's not actually alcohol that is the roadblock, it is the ingredients. Combination of many different kinds of ingredients causes the negative effects that alcohol gives.

Solution

A drink that comprises different kinds of ingredients that will provide the consumer to feel relaxed, taste good, without compromising themselves. So if people try to make a drink with such ingredients, people would be able to feel relaxed without damaging themselves.

Product

Recess is a drink that has different ingredients from that of Alcohol, but it provides the same relaxing way, but it does not risk the consumer's health.

LANDING

PAGE NEXT

PAGE

LANDING PAGE



Recess

**Anxious For Your Next Zoom Call
Presentation?**

**Don't Worry, A Drink From us Can
Help you Crush it!**

It's 8:46 AM

Your Phone shows two notifications of your 9:00 AM meeting

You're dizzy
Your hair is messy
Your mouth feels dry

You re-check your presentation material you did last night

"Did I prepare everything?"
"What if this sounds dumb?"

Believe me, you are not the only one who felt that way

Most working adults face the same anxiety facing kinds of work
challenges

We have helped adults crush those feelings by just opening a drink
from us

Taste good, they felt relax, and crush the presentation. Easy!

Too good to be true? I understand

That's why we offer a free trial for you

No payment, no down payment, no nothing
Sound's good?

If it does, then go ahead click on the **Let's Relax** Button



Let's Relax

Email 1

Recess

**Congratulations to
your first Free Anxiety
Experience**

Welcome,

We want to thank you for
registering

You have successfully registered
and will receive our drinks shortly

Before it reaches your doorstep,
we want to tell a story about Sarah,
who felt nervous from just one
zoom call per week, to be able to
handle five zoom calls per week
casually

Stay Tuned

Love,
Recess

Email 2

Recess

“You have presentation next zoom call Sarah”

Sarah would always dread zoom calls...

Sarah is a 24 Year Old Backend Engineer,

Recently her manager would like to see her progress more

So the manager wants Sarah to present her progress daily to her peers

She always buried her anxiety with TikTok and blankets

Which temporary patch her anxiety

Until she stumbled upon our message for anxiety-free drinks

She signed up for subscription

And now she is able to casually show her work progress daily

Most days she handles 5 zoom calls, some 6 calls!

She got recognition from her peers and manager

And she never felt anxiety anymore

Just by opening a new cold recess

We don't want you to experience what Sarah felt

There is a drink that ease your anxiety

Not just for zoom calls, but for variety of work madness

And you just take one step further, and about to receive your experience.

Love,
Recess

Email 3

Recess



**YOUR FIRST FREE
ANXIETY EXPERIENCE
IS HERE**

Once Again, Congratulations,

We are proud of you for making your
first step to Anxiety free experience

We want to celebrate by sending more
than One Drink!

We send our Calm Carbonated Water,
Our Special Mix Mocktails

And if you'd prefer, a powder so you can
blend as you prefer

You can check your order [here](#)

Love,
Recess

CRITICISM:

1. On the landing page: I would bold “the free trial drink” **done**
2. Also on the landing page, try to reformulate “What if I told you” because it sounds too salesy **done**
3. Put a headline on the second email. **done**

One review of this drink



kimberly

★★★★★ **This is my replacement for wine and I love it!**

Reviewed in the United States on September 29, 2022

Flavor Name: Strawberry Rose | **Verified Purchase**

I love Recess Mood sparkling water. It's been my alcohol replacement for a while now and has helped me with my **anxiety**/depression. The ingredients help to boost my endorphins and the “feel good” hormones in my brain.

23 people found this helpful

Helpful

Report