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4 questions

Target market → Gamers anywhere from 15-22

2. Where is my reader right now? → The reader is trying to find a gaming supplement for more energy and better focus when playing

3. Where do I want them to go? → Click the link

4. What do they need to see, feel, and experience to get them there? →

See: They need to see an intriguing SL that relates to them

Feel: Feel the urge that the email solves their problem.

Experience: Experience the product solving the problem.

Target Market

- ***What kind of person will get the most out of this product?***
- A gamer
-
- **Avatar**
- ***Name, age, and face.*** This makes it much easier for you to imagine them as real people.



- **David is 17 years old**
- **Background and mini life history. You need to understand the general context of their life and previous experience.**

David was born in America he is 17 years old and is a senior in high school. As a child, he was drawn into video games and still is to this day.

Day-in-the-life. If you can get a rough idea of what the average day in their life looks like you will be able to relate more easily to them.

David wakes up at 7 and gets ready to go to school. After school, he goes home eats does his homework and then he starts playing video games.

He plays video games anywhere from 4-10 nonstop.

- **Values. What do they believe is most important? What do they despise?**

Being the best at their game

Current State

What annoys them?

When he starts and gets worse in the game.

He starts to lose focus during the day when playing video games.

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- What do they fear?

Not being able to make it as a gamer.

- What do they lie awake at night worrying about?
- How will they become the world's next gaming champion?
-
- Dream State
-
- If they could wave a magic wand at their life and fix everything, what would their life look like?

Not worry about school/collage.

Be jacked while sitting all day.

Be the best/ most famous gamer in the world.

Not losing focus while playing.

The best keyboard, mouse, pc, etc.

What enjoyable new experiences would they have?

They would be famous

Have more money'

Parents proud

Not worrying about the future.

How would they feel about themselves if they made that change?

They would have been proud because they had been chasing their dream since they were a child.

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Roadblocks

- What is keeping them from living their dream state today?
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- School/College is around the corner
- .
- What mistakes are they making keeping them from getting what they want in life?
- - Not having the best keyboard, mouse, PC, internet, etc.
- Not being able to focus for long.
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- What part of the obstacle does the avatar not understand or know about?

Being able to focus the whole game is the key

Gaming equipment plays a big role.

Solution

- What does the avatar need to do to overcome the key roadblock?

Get better equipment/wifi

Have a focused product when the game gets intense.

- “If they <insert solution>, then they will be able to <insert dream outcome>”

If they have a product that helps them focus then they will be able to be a better gamer.

Product

- How does the product help the reader increase their chances of success?

The product has 5 calories keeping him fit while having good ingredients.

It has 175mg of caffeine makes them focus and 0 sugar.

- How does the product help the reader get the result

faster?

1 scoop of the product with water and the caffeine kicks in 5 minutes.

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- How does the product help the reader get the result with less effort or sacrifice?

He gets the product puts 1 scoop into water shakes it a little bit and the results are like magic.

Email (PAS)

Email

Subject line: The 🗝️ for a laser focus...

Hey there,

Tired of those frustrating online gaming moments when you're when you're getting dominated by others?

When you need to clutch a win, but distractions and a lack of focus hold you back?

Are you looking for something stronger than ADHD pills to guarantee laser focus?

Picture this: a tub full of flavors, no unpleasant chalkiness, and no sugary crashes just pure, uninterrupted gaming concentration.

Introducing the Starter Stack, your ticket to the world's most delicious gaming drink. One scoop before your gaming session, and you won't be able to tear your eyes away from the screen.

Ready to use cheats in real life?

Claim a better focus by clicking the link.

PS: Don't miss out on FREE SAMPLES!



Capture their attention with an eye-catching Pop-Up the moment they land on your website. If there are any ongoing discounts or promotions, make sure to highlight them in the Pop-Up

.

Once they subscribe, ensure they receive a confirmation email within 4 to 12 hours.

The goal of the email I sent you is to help them visualize the product's benefits, and that's precisely what I've accomplished.

In my emails, I empathize with their challenges, offer practical solutions, and sprinkle in the persuasive Influence approach to engage and inspire action.