

Target Market:

18-35 year old people who want to start their own online business and become financially free.

Avatar:

John age 22, Slim well cut physique body
Single man who lives in Texas

Day-In-A-Life:

John moved to Houston Texas from Cleveland Ohio. Now living in Texas, he has found himself a career driving 18 wheeler trucks to keep steady income flowing in to be able to afford living in the new city. With his new career, John now has to wake up everyday at 5 am to be at his job by 6 am. Everyday tired Monday-Friday, John has to force himself to find the energy to make it to work on time. He knows that he is missing something in his life. He reminds himself that he can do better. Everyday from morning to night time, John does research on his phone as well as his laptop trying to find ways to become financially free to escape his everyday life as a truck driver. When John gets home from his job, he makes himself a quick snack then heads to the gym for his daily workout routine. After his workout, John goes home, showers, eats, then continues to do research planning for his escape from the normal work life. After hours of research, he finally found something that he feels he can become good at and make a good living off of. While searching the internet, John came across a few content creators who were teaching people how to start their own online E-comm business. Now everyday, John finds the time and dedicates himself to learning the online E-comm business strategies while also working his regular job.

Values:

Deep down inside he feels the urge to want to escape his regular everyday work life and become financially free. He barely has the time to really do anything because he is constantly busy working his job.

Outside Forces:

He is always tired due to his job consuming most of his life throughout the day.

Current State:

John hates the fact that he has to wake up everyday to go to a job he does not like only to keep his bills paid. He constantly thinks to himself will he ever escape his regular everyday work life or will he end up stuck where he is at. John knows that one day he wants to become financially free and change other people's lives within his family. He doesn't want his family to only look at him as just the regular person who works their normal job and just goes on through life.

Words:

Frustrated, Tired, Exhausted, Stuck, and Worried

Dream State:

John now runs his own online E-comm business making 40k a month over 400k a year. He has set himself free from his stressful tiring job. John now feels like he is not stuck in one

place. He is now able to spend more time with his family, take trips, and does whatever he pleases.

Words:

Happy, Financially Free, Unbothered

Roadblocks:

John feels like he is always tired and busy with his job that he doesn't have the time he needs to pursue his goals

Solution:

John is figuring ways on how he can spend less hours working his job to put more time into starting his online business

Product:

- Digital Marketing Agency
- Dropshipping Course
- Custom Marketing Audit plan

PAS Desire oriented

SL: How to make your ecommerce business take off

Preview text: So that you can achieve financial and location freedom.

Hey (name),

Succeeding in ecommerce is now easier than ever before.

In 2021 more than ten thousand new successful ecommerce businesses were created and the year after, the number increased to twenty thousand and last year the number went to a whopping fifty thousand.

And it will keep getting bigger and bigger...

Your chances to succeed are now bigger than ever and you can only mess this up if you make this common mistake...

Most newbies in the space overlook the most important aspect of ecommerce,

And that's creativity!

Yes! You heard that right. If you don't implement creativity to your branding and marketing you're just going to be another brand in the crowd.

All your competitors do facebook ads, google ads and similar marketing funnels.

You're only going to stand out from them if you use your creativity to present yourself in a new unique way.

If you want to become one of the tens of thousands of successful ecommerce businesses this year,

Then discover how you can implement creativity to your brand and achieve the freedom you deserve. (This might be an ebook on creativity or something)