

1. Who am I writing to?
 - 18-25 young adults striving for health improvement and maintenance
2. Where are they right now?
 - Scrolling
3. Where do they need to go?
 - Buy the product and improve health asap
4. What steps do they need to take to be able to get there?
 - Trigger their dream emotion and make them want to buy the product and make them feel like they need the product

(P.S The product is Ashwagandha)

Format: PAS, emotion triggering

Idea: Leveraged desired dreams & pains from customer language

Headline: How To Take CONTROL Over Your Stress

Stress is the worst thing that humans can ever experience.

Whether it's stress from your job, school, or any other source, it can be overwhelming.

Now, imagine this: feeling completely relaxed and unburdened by stress while tackling all your responsibilities.

Well, there is one natural supplement that actually reduces your stress and helps you achieve a stress-free state, much like Elon Musk.

This natural supplement will not only make you have as little stress as possible at work but also improve your sleep better than ever.

If you want to better manage and reduce stress in your life ASAP, click [here](#) now and feel the stress disappear within days.

Q: What effect will this create in the readers mind?

A: Taking action to buy Ashwagandha because it will remove pains from the readers life

(P.S i've kept it as close as the pains & dreams to the market target as possible)

