

Email 1

Subject Line: Higher Level Creations 10% OFF Coupon Inside!

Welcome [Subscriber],

Discover extraordinary earth and cosmic creations at Higher Level Creations. Use code WELCOME10 for 10% off and a free meteorite at higherlevelcreations.com.

Discover unique pieces that elevate your spirituality and style. From wearable gems to stunning decor, we definitely have something to enhance your energy and life.

Stay tuned for:

- Exclusive deals
- Spiritual insights
- Weekly gemstone features

Ready to elevate your life with out-of-this-world treasures? Explore our website today!

Keep an eye out for our next email – a special treat awaits.

[Click here to shop now and use your code!](#)

Warmest Regards,

Higher Level Creations

P.S. Follow us on Instagram, Facebook, and TikTok for beautiful specimens and inspiration!

Email 2

Subject: Where Our Journey Began (PLUS an exclusive \$20 off coupon)

Hey [Subscriber],

We're happy to share our Higher Level Creations story with you. Our passion for crafting exquisite pieces from the heart of nature and the expanse of the cosmos drives everything we do.

We craft unique and authentic pieces with the energy you seek, delivering stunning and amazing creations.

[Click Here to Discover our journey](#)

To celebrate your cosmic connection, here's an exclusive gift for you: a \$20 off coupon for your next purchase. Use code COSMIC20 at checkout.

[Click Here to Explore Now](#)

Thank you for being an integral part of our cosmic community.

Your journey with us has just begun, and here, you'll discover high-quality pieces that embody powerful the power and majesty of our universe.

Stay tuned for our next email where we will be offering you something very special.

Warm regards,
Higher Level Creations

Email 3

Subject: Claim your FREE meteorite today!

Hello [Subscriber],

Ever experienced the energy of the cosmos in your hand? Our specimens at Higher Level Creations let you experience that out-of-this-world connection firsthand.

To enhance your cosmic journey, we're thrilled to gift you a free meteorite with any order!

Imagine holding your piece of the cosmos, a meteorite, cool and weighty with a captivating, gleaming surface.

Simply use the coupon code METEORGIFT during checkout, to get yours today!

[Click Here to Claim Your Cosmic Gift](#), but hurry up, that code is only good until the end of this month!

Stay tuned for more inspiration and exclusive offers.

Cosmic regards,

Higher Level Creations

Market Research Template

Who exactly are we talking to?

Target Avatar: Spiritual Seeker

Name: Sarah

Age: 35

Occupation: Yoga Instructor & Life Coach

Location: Urban city, USA

Interests: Meditation, Yoga, Crystals, Self-Discovery, Personal Growth

A Day in Sarah's Life:

Morning:

- Starts her day with a short meditation session and setting intentions.
- Prepares a healthy breakfast and enjoys a cup of herbal tea.
- Checks her email and social media for spiritual inspiration and updates.

Late Morning:

- Teaches a yoga class at a local studio, helping others find inner peace and balance.
- Meets with clients for life coaching sessions, guiding them on their personal growth journey.

Afternoon:

- Takes a break for lunch and enjoys some quiet time in nature or reading spiritual books.
- Searches online for new crystal and gemstone products that align with her spiritual journey.

Evening:

- Attends a spiritual workshop or online webinar to deepen her knowledge and skills.
- Practices journaling and reflection before bedtime, processing her day and setting intentions for tomorrow.

Top Daily Frustrations:

Difficulty finding authentic spiritual products: Sarah often struggles to find genuine, ethically sourced crystals and gemstones that resonate with her spiritual path.

Balancing spiritual growth with daily responsibilities: She feels overwhelmed at times, trying to juggle her spiritual journey with work and personal life.

Lack of understanding from others: Sarah sometimes faces misunderstanding or skepticism from friends and family about her spiritual beliefs and practices.

Biggest Goals:

Deepening her spiritual practice: Sarah's primary goal is to deepen her spiritual journey and connect with her inner self on a profound level.

Expanding her knowledge and skills: She aims to learn new healing modalities, energy work, and self-discovery techniques to enhance her coaching practice.

Creating a meaningful spiritual community: Sarah dreams of building a supportive community of like-minded individuals where she can share and grow together.

What Kind of People are we Talking To?

- Men or Women? **Both**
- Approximate Age range? **20-40**
- Occupation? **Many**
- Income level? **Middle income, like from \$30,000-\$70,000**
- Geographical location? **The United States**

Painful Current State

What am I afraid of?: I am afraid of not finding the right tools or products to support my spiritual and personal growth journey. I worry that I won't be able to tap into my true potential.

What am I angry about? Who am I angry at?: I am angry at the lack of authenticity and genuine connections in the world. I am frustrated with those who exploit spirituality for profit without truly caring about their customers' well-being. I'm afraid that god isn't real and that getting these items and feeling their energy and enjoying their beauty helps me to feel a piece of god.

What are my top daily frustrations?: My top daily frustrations include feeling overwhelmed by the demands of modern life, struggling to find time for self-care, and dealing with people who don't understand or respect my spiritual beliefs. Also keeping my spiritual beliefs to myself.

What am I embarrassed about?: I am sometimes embarrassed to share my spiritual journey with others, fearing that they might not understand or may judge me for my beliefs.

How does dealing with my problems make me feel about myself?: Dealing with these challenges makes me feel like I'm not fully living up to my spiritual potential and that I might be missing out on meaningful experiences. Sometimes I feel like maybe my entire life should be focused on spirituality.

What do other people in my world think about me as a result of these problems?: Some people might see me as overly idealistic or too focused on spiritual matters, while others may not appreciate the depth of my spiritual journey.

If I were to describe my problems and frustrations to a friend over dinner, what would I say?: "I just wish there were more genuine spiritual products and support out there. It's hard to find tools that truly resonate with my journey, and I often feel overwhelmed by the daily challenges of balancing my spiritual growth with the demands of life. I wish more people understood the importance of authenticity and the impact it has on our spiritual paths."

Desirable Dream State

If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?

If I could wave a magic wand at my life and change it immediately into whatever I want, it would be a harmonious balance between my spiritual growth and daily life. I would feel fulfilled, connected, and aligned with my true purpose, surrounded by like-minded souls.

Who do they want to impress?

I want to impress those who appreciate the genuine value of spiritual growth and seek meaningful connections. I aim to inspire others to embark on their spiritual journey with authenticity and love.

How would they feel about themselves if they were living in their dream state?

If I were living in my dream state, I would feel deeply content and at peace with myself. It would be a journey of continuous growth, and I would radiate positive energy, knowing I'm fulfilling my soul's purpose.

What do they secretly desire most?

My secret desire is to make a significant impact on the world through Higher Level Creations. I want to empower people to embrace their spirituality and transform their lives positively, fostering a community that uplifts and supports each other.

If they were to describe their dreams and desires to a friend over dinner, what would they say?

If I were to describe my dreams and desires to a friend over dinner, I would say, "Imagine a world where spirituality is celebrated, and we all grow together in harmony. Higher Level Creations is more than just a shop; it's a sanctuary where souls connect and transform their lives. I wish to empower others to embrace their spiritual journey and create a ripple effect of love and positivity in the world."

I always love to wear things no one else does, I hate looking like a clone, because everyone in society all wear the exact type of clothes popular at the time.

4,566,300,000 Year Old Necklace

...which made receiving such a special specimen even that much more magical.

Magnificent.

...truly gorgeous pieces.

Beautiful specimen.

The crystal is beautiful.

The precision on this piece is unreal! I'm even thinking about ordering a second one as a gift for on

hand. It's truly a work of art!

...high quality unique piece of peridot. Sits atop my smoky quartz cluster, as they are known to be powerful

combos.

This piece has amazing energy.

Absolutely STUNNING. Might be my new favorite raw piece.

It will really be a nice addition to my collection.

If you are sensitive to crystal energies, let me say this: After working with this piece for just a few days, I had the most unexpected & amazing dream that took place entirely at night under the bright white light of a full moon--the dream revealed some deep things.

...a priceless and powerful piece of treasure!

What a powerful crystal! This stone gave me a vision of my new path, and it was so vivid. I received an animal spirit message as well...

Gorgeous and magical. Danburite with black tourmaline, what a find!

The vibrational quality is stunning

These are truly special pieces of copper and the vibrational quality is truly amazing. I used it when my husband's hip was bothering him and his back had stiffened up. I had to take it off of him after 24 hours because while it relieved the arthritis-like symptoms the vibration started making him dizzy.

Now I only hand one piece to him once a week for 12 - 24 hours to keep the stiffness at bay. I actually have them sitting out in a bowl for display because they are absolutely beautiful.

most unique

extraordinary to hold in your hand

I'm so powerful with this on!

I feel blessed

This meteorite is very impressive!

These will make great gifts.

I knew it would bring me great luck and hopefully help heal my hip surgery.

I knew I had to have it - it spoke to me.

Osiris-type prophecy stone; I use it nightly, and I'm noticing that I'm sleeping better than before, and I'm retaining glimpses from the dream world as I awake.

Dream recall seems to be better than before. And these are pleasant dreams--I think it is also helping to break a streak of nightmares (about prophecy stones).

found a Prophecy Stone that spoke to me

high vibrational pieces

Such a beautiful nature creation!

I was told to get this stone for meditation.

Watching my 9-year old niece unwrap this meteorite fragment was one of the highlights of Christmas. Her eyes got so big! She loves all things space-related and couldn't believe she was actually holding her very own special piece of a cosmic visitor. The transaction with HigherLevelCreations was great - the owner was very personable, even during the craziness that is Christmas time, and I can tell he loves what he does! He included a personal message with the package and a little sample of an interesting mineral from a far away place to spark the imagination. Everything was packed up nicely and the display case for the meteorite specimen will keep my niece's new treasure secure.

One of the most unique and incredible prophecy stone formations I have ever seen

I've never held a meteorite, and not long after holding it, I was definitely able feel something strong from it!

The second I put the Prophecy Stone in my hand, it was like electrical currents!

it gives off a beautiful energy

Most powerful Crystal I've ever experienced

Feels really good to hold in my hand

Lovely crystals of soft blush hues shimmer & shine from varying depths creating an alluring & really sweet vibe that draws you right in!

An Amazing Little Treasure

I absolutely adore the pulsing energy of this incredible stone - phenakite!

Wonderful speck of space!

In a word: magic!

Such a beautiful specimen!!!!

"I may not be able to give him the world, so I'm gifting him a piece of the sky".

Wow, I LOVE this meteorite! It fits perfectly in my palm, and I feel a wonderful surge of energy coming from it.

A truly stunning Lemurian Seed Quartz! Very clear with tons of "ladders." A perfect tool for the times we are in. I'm enjoying the smooth, soothing energies of this crystal. This laser point quartz emits energy in a concentrated 'pinbeam,' for lack of a better word, so gently-I am amazed!

I know each piece that but there will never be another like it .. if you see something that calls out to you, and you are able to.. Buy it !!!.. Don't have any regrets

The energy from this meteorite is so electric. As a space and sci fi nerd and writer, this meteorite hits all the right spots.

Best of all, the shape gave me inspiration on how to design the look of the antagonistic force's spaceships in my novel.

This copper pendant is a big beauty and indeed UNIQUE.

this stone is a beauty, the energy I instantly felt when I opened it was even more magical! whoo, the power of these stones never ceases to amaze me. To be honest, I was skeptical when I ordered the first one. I proceeded to have a prophetic dream about what they could do, THE DAY BEFORE IT ARRIVED! My interaction with these treasures reminds me that magic still exists, we must not let all the tinsel distract us from the joys of simplicity. If you are sensitive to earth energy, embrace this tool. This road less traveled warrants more foot traffic!

Perfect shape to wear and hold comfortably. There's a lot going on in their part of the world. Nice to be able to tap into from Heaven to Earth.

I had no idea what to expect when I received my philosophy stone. I was pleasantly surprised, what up intricate specimen. The high frequencies are grounding energies and are perfect for high vibrational beings that need help with grounding and receiving. You can feel the stone lift your high vibrational frequencies up to above your crown and then it gently lowers it down into your sacral and root

very unique meteorite. I really like the color and shape. I like the energy from it. You have to feel one to get it.

Beautifully strange and alien

...in the market for something out of this world!

Exquisite! Stunning! Gorgeous! I can't tell you how much I love this amazing glass creation.

An amazing piece from outer space! Incredible shape and detail, and the mounted rings are very solid & secure. Exudes strong energy -- can't wait to explore more. A great gift for anyone fascinated by the cosmos, sci fi, mysterious energy.... Thank you again!

Values and Beliefs

What do I currently believe is true about myself and the problems I face?

I believe that I am on a meaningful spiritual journey, but I often doubt my abilities to navigate the challenges I encounter. I seek genuine products and support to enhance my growth.

Who do I blame for my current problems and frustrations?

I mostly blame the lack of authentic spiritual resources and the commercialization of spirituality for my frustrations.

Have I tried to solve the problem before and failed? Why do I think I failed in the past?

Yes, I have tried to find suitable spiritual products and support, but the options seemed overwhelming and lacked authenticity. I think I failed because I couldn't find products that truly resonated with my soul's needs.

How do I evaluate and decide if a solution is going to work or not?

I rely on reviews and testimonials from others who have experienced positive changes in their spiritual journeys. Genuine recommendations hold great value for me.

What figures or brands in the space do I respect and why?

I respect brands and figures that prioritize authenticity, ethical practices, and genuine connections over profit. Those who focus on empowering individuals on their spiritual paths hold a special place in my heart.

What character traits do I value in myself and others?

I value authenticity, compassion, open-mindedness, and a willingness to support each other on our spiritual journeys.

What character traits do I despise in myself and others?

I despise dishonesty, greed, manipulation, and those who exploit spirituality for personal gain.

What trends in the market am I aware of? What do I think about these trends?

I am aware of the growing interest in spirituality and self-care, but I'm concerned that some trends might dilute the authenticity and deeper meaning of the spiritual experience.

Places to Look for Answers

1. Your client's existing customers and testimonials
2. Your client's competitors customers and testimonials
3. Talking with anyone you personally know who matches the target market
4. People oversharing their thoughts and feelings online
 - a. Youtube
 - i. Comments
 - ii. "My journey" type videos
 - b. Twitter
 - c. Facebook
 - d. Reddit
 - e. Other Forums
 - f. Amazon.com Reviews
 - g. Yelp and Google Business/Maps Reviews

SWOT Analysis of Higher Level Creations

Strengths:

- Unique and handmade products
- High-quality materials
- Excellent customer service
- Strong online presence
- Positive reviews

Weaknesses:

- Small business with limited resources
- Limited product selection
- No brick-and-mortar store
- Shipping costs can be high

Opportunities:

- Expand product selection
- Open a brick-and-mortar store
- Enter new markets
- Partner with other businesses

Threats:

- Competition from larger businesses
- Changes in the retail landscape
- Economic downturn
- Changes in consumer preferences

Overall, Higher Level Creations is a strong small business with a lot of potential. They have a unique product offering, excellent customer service, and a strong online presence. However, they are a small business with limited resources, so they will need to be strategic in their growth plans.

Here are some specific recommendations for Higher Level Creations:

- Expand their product selection to include more items, such as clothing, home décor, and accessories.
- Open a brick-and-mortar store to reach a wider audience.
- Enter new markets, such as Europe and Asia.
- Partner with other businesses, such as fashion designers or interior designers, to create unique and collaborative products.

I believe that Higher Level Creations has the potential to be a successful business. With careful planning and execution, they can achieve their goals and grow their business.

Potential Customer Language

"Handmade with love and care." This language emphasizes the fact that the product was made with attention to detail and craftsmanship.

"Unique and one-of-a-kind." This language emphasizes the fact that the product is special and not something that everyone has.

"Made with natural materials." This language emphasizes the fact that the product is made with sustainable and environmentally friendly materials.

"Supporting small businesses." This language appeals to customers who are passionate about supporting small businesses and artisans.

"A piece of art for your home." This language appeals to customers who are looking for products that are both beautiful and functional.

"Our products are handmade with love and care by local artisans."

"Our products are unique and one-of-a-kind, made with natural materials that will last a lifetime."

"We support small businesses and artisans, so you can feel good about buying from us."

"Our products are a piece of art for your home, and they make a great gift for any occasion."

"Our products are made with the finest materials and craftsmanship, so you can be sure they're worth the investment."

1. Who am I talking to? Who is this person? If you are just writing for anybody then it's not going to have the same kind of emotional impact. You will write fluff if you don't know who you're talking to.

I am talking to the HLC avatar. This person feels empty much of the time but they have moments of fullness, but those moments have been few and far between, so this avatar is the kind of person who thinks and feels like purchasing a special nature or cosmic item will bring them closer to a divine experience. It makes them feel fuller. It also helps that the items in HLC are unique so it also makes the avatar feel different and special because the avatar has always felt that way about themselves and wishes to have items to embody that feeling. The avatar feels closer to the divine if they have a piece of the cosmos or the planet. Holding an item from HLC, at least for a moment, makes the avatar feel fulfilled, connected and aligned with their true purpose. The avatar wishes to have items that will support and enhance their spiritual growth.

4.561 billion years old

2. Where are they right now? Where are they when they see this piece of copy? What experience have they had up to this point? What are their thoughts, fears, worries?

They're on their phone in their home. They are in bed. They've had a long day at work and have recently signed up to receive emails from HLC and now they are opening the first email in an email sequence from HLC. They're always thinking about their spiritual

journey and are always concerned about their spiritual growth and they're afraid they won't reach their full potential in this life and they're afraid they will miss a sign from God or the universe. They are worried that God has forgotten them. They also have regular worries like other people. They are worried they will miss out on a divine experience potentially brought about by a crystal or meteorite.

3. Where do I want them to go? Do I want them to call? Click on this link? Believe that I'm a reliable source of information?

I want them to look forward to the next email in the email sequence.

4. What are the steps to take them from where they are now (emotionally, mentally) to where I want them to go? That informs what you should write in your copy.

1. **Tell them who I am**
2. **Give them their FV**
3. **Tell them what I'm about**
4. **Tell them why I'm good for them**
5. **Thank them for joining the email list**
6. **Let them know what they can expect**
7. **Create some curiosity for the next email in the sequence**