

Subject: Regain your natural self

If your lifestyle is eating organic kale chips, homesteading, and buying all of your groceries at the farmer's market...then you're on the right path.

BUT...

Flawless skin isn't just lifestyle.

When you look in the mirror, what do you see?

A feminine queen with **perfect skin, proudly wearing no makeup?**

Or, a woman who's hiding all her imperfections and insecurities under eyeliner and foundation?

YOUR CONFIDENCE becomes massive when you treat your body like a temple, **reconnecting with your inner beauty.**

If you are longing for a transformation to become the **stunning queen** that you naturally are, then click on the link below to learn more about how **organic beauty can change your life.**

>>>>[click here](#)<<<

DESCRIPTION:

This is an email for the skincare brand Avalon Organics. The e-mail is targeted towards a relatively cold audience, still unfamiliar with the brand.

Avalon Organics is a **natural and organic personal care brand** that sells a wide range of products, including shampoo, conditioner, body wash, lotion, and skin care. The brand is known for its high-quality ingredients and its commitment to sustainability.

Stronger elements of this email:

relatable stereotypes

- *This email plays with very common stereotypes of a modern woman obsessed with a healthy lifestyle. The average customer of Avalon Organics is very well aware of the importance of a natural lifestyle (buying organic groceries and eating healthy). They are interested in organic and sustainable living in general.*
- *However, lifestyle is not enough, to have good skin. So that's where skincare products come in.*

playing with the reader's insecurities

- ***The target market is women, hence I avoided being overly critical and negative.** But, I slightly teased the reader by saying that maybe, they are not super happy about their appearance. But, I did that alternating the vision of a dream outcome (perfect skin, wearing no makeup) with a painful state of being insecure and wearing makeup to hide.*

CTA with emphasis on the dream outcome

- *In the call to action I emphasized that in order to become one's natural self again, that is, to be a natural beauty, they should click on the offer. So, in order **to get that dream and avoid the emotional pain of being insecure** and not happy about their appearance, the reader has to know about the offer.*

In the end, it's the extent to which we made the text relatable (so that the reader is engaged and actually reads it) and the extent to which the reader feels emotions, that determines if they'll click or not.

PRELIMINARY MARKET RESEARCH

Avatar: The average Avalon Organics customer is

- **a woman between the ages of 25 and 44**
- **Health-conscious and environmentally aware**

- Moderate to high-income
- living in a suburban or urban area.

Frustrations

The average Avalon Organics customer is frustrated with the artificial ingredients and harsh chemicals found in many conventional personal care products. She is also concerned about the environmental impact of these products.

- afraid of harmful chemicals in their personal care products
- angry at the lack of transparency in the personal care industry
- top daily frustrations: finding natural and organic personal care products that are affordable and effective
- embarrassed about their skin or hair problems
- dealing with their problems makes them feel Insecure, self-conscious
- other people in their world think That they are not taking care of themselves and they are being extreme with their obsession with clean beauty
- If they were to describe their problems and frustrations they'd say: "I'm so tired of my skin breaking out all the time. I've tried everything, but nothing seems to work. I'm also really concerned about the chemicals in my personal care products. I want to use products that are good for me and good for the environment."

Desirable Dream State

The average Avalon Organics customer wants to have healthy, beautiful skin and hair. She wants to use personal care products that are safe and effective, and that are good for the environment.

If they could wave a magic wand at their life and change it immediately they'd

- have clear, glowing skin and shiny, healthy hair.
- feel confident and beautiful
- knowing that they're using personal care products that are good for them and the environment.
- impress their friends, family, and partner
- they desire to be accepted and loved for who they are

