

Avatar

<https://twitter.com/Ecompapi>

<https://ecompapi.gumroad.com//rlggrq?layout=profile>

1- Who is your avatar?

My avatar is a guy that's 20 years old.

He is scrolling on TikTok and Twitter all day long and he sees all of those guys succeeding in the Dropshipping market.

He sees the money they have, the supercars, the Rolexes, and everything.

He wants to start a store but he has no idea how to do it.

He is also scared that he might fail.

2- What is their current situation and why is it so bad? (pain points)

Wants to learn from someone who has put a lot of value in a course or a book but he can't find that person yet.

He doesn't have an understanding of customers and his competitors.

He doesn't know how to do Marketing and Run ads for his store.

He has no clue what products to choose and how to design his website properly.

He doesn't know if he should Start selling on Shopify or WooCommerce.

He has no clue on how to structure his offers, increase his conversion rate, and how many people visit the store on a daily basis.

He doesn't want to learn from a book/course that's outdated he wants the new information that will help him get to his dream state as fast as possible.

He kinda feels overwhelmed by the number of people who claim they're the best gurus in the E-commerce space and that they should listen to them.

Too many fakers in this space.

He doesn't want information that's too repetitive.

3- What is their dream situation and why is it so desirable? (pleasure points)

He wants to have a successful dropshipping store.

He wants to learn from something that's as close as the E-commerce Bible, something that will reveal all the hidden truths about E-commerce.

He wants to learn E-commerce from someone who is trustworthy.

Wants a book/course that's easy to understand and has everything laid out step-by-step.

He wants to see himself in the Caribbean islands sipping on a martini next to the beach and working on his laptop.

He wants to see that Rolex in his hand, that golden one that everyone has and it's a beautiful masterpiece.

He wants to drive all of those supercars around the city, flex on TikTok, drive Lambos, Ferraris, Porches, and everything.

He wants to go to Dubai in the Winter when everyone is freezing he'll be sitting in pools sipping cocktails.

Wake up when he wants, go paddle boarding in the Mexican Caribbean and it's the middle of the week.

4- How will your product help them bridge the gap between their current situation and dream situation?

Amazon reviews:

1- What is the dream state and the biggest pain points left in this comment?

Dream state: The person desires to have a successful e-commerce business.

Pain points: The person had some initial reservations about the book because of the author's self-promotion, but eventually found value in the book. The person found the information on understanding customers and competitors to be particularly useful.

2- What are the main takeaways from the book according to the comment?

The main takeaways from the book according to the comment are:

Importance of controlling the order process to have a successful e-commerce business.

The need for an understanding of customers and competitors.

The importance of marketing for e-commerce success.

The need to put in personal effort to understand customers and competitors.

The nuances of hunting for more traffic online.

Specific recommendations for websites and online approaches to improve e-commerce business.

The dream state for Isabel Mendez is starting an e-commerce business with success. The biggest pain points expressed in the comment are that the book "E-commerce Evolved" could have included more details about e-commerce platforms like Shopify and WooCommerce and their pros and cons, and that it does not delve into influencer marketing enough.

This book is the quintessential e-commerce bible.

Anyone that is new to the e-com needs to read this book from cover to cover.

This well-articulated easy-to-understand book provides all the information to guide you step by step on how to market your website.

Within the pages of this book, you will gain a great deal of insight on how to best structure your offers, increase conversions and get people to your store.

Another thing that is noteworthy is that it focuses on teaching you how to build your own website, as opposed to using someone else's selling platform, such as Amazon or eBay.

With so many other books out there about e-commerce this is one that focuses on marketing physical products rather than digital goods.

Pain points:

The book is outdated and doesn't mention important updates in e-commerce, such as GDPR.

The book references studies that are outdated and no longer relevant in the fast-paced world of e-commerce.

Dream state:

The person is seeking helpful ideas and practical advice for improving their e-commerce business.

The person wants to make informed purchases and wants to be aware of the potential limitations of older resources.

The biggest pain points the person is communicating are feeling overwhelmed with the abundance of information and people claiming to be experts in ecommerce, and difficulty in understanding the subject matter due to technicalities. The dream state is a clear roadmap for their business and the belief that the book will be a game-changer, providing a logical and easy-to-understand approach to ecommerce.

The biggest pain points this person is communicating in this comment are:

They were not aware of the author's involvement in the arms trade before purchasing the book and are uncomfortable with this information.

They find the author's main premise of "all online selling is the same, no matter the item" lacks credibility and does not align with their personal beliefs.

They are annoyed by the book's approach, which reads like a typical diet book that makes unrealistic promises.

The dream state this person is communicating is:

They are looking for a more credible and trustworthy resource for information on online selling.

They want to find a resource that better aligns with their personal values and beliefs.

Nice to have a book but all the information is very repetitive, just seen from different angles, which can be useful for someone who has 0 knowledge of e-commerce, but in the world we live in today, everyone knows a little about e-commerce so it makes the book not so useful. A lot of this information can be found online for free, and in a more concise manner.

The person is communicating the following pain points:

The book provides limited unique information and most of it is restated information. The book feels like an overpriced business seminar with a bombastic host who is promoting his own business interests.

The author engages in self-promotion and upselling of his other "E-commerce education" schemes.

The information that the author presents is good at best but does not justify the high price point of the book.

The dream state that the person is communicating is a desire for more credible and valuable information, presented in a clear and straightforward manner, without the self-promotion and upselling.

Email 1 - PAS

Subject Line: It takes only one step to launch a dropshipping store...

Preview text: and I'm not kidding!

Email Body:

<Name>,

I know it might seem overwhelming to start an E-commerce store, after all, you have to think about how to beat your competitors,

How to serve your customers correctly so that they don't end up posting 1-star reviews on your products,

And also think about how to set up the theme of your store and everything so that it doesn't look like a website from 2012.

But you need to realize that you don't actually need to sit and think about those things because I've done the thinking for you.

And I applied every strategy that I'll reveal to you to make sure that opening up an eCommerce store right now will be the easiest thing on the market.

I mean within a year you'll already be With that Golden Rolex on your wrist renting out expensive hotels in the Caribbean Islands and drinking cocktails.

But that can only happen if you listen to the step-by-step plan I laid down for you to open up a successful eCommerce store on your first try.

So if you're ready to change your life for the better and live freely, click here now.

<signature>

Email 2 - DIC Framework

Subject Line: Forget about marketing.

Preview Text: you haven't even started your store yet...

Email Body:

Today I'll reveal to you the number one reason that you haven't opened an e-commerce store until now.

And no, it's not because you haven't seen twenty fake courses on dropshipping from TikTok gurus.

It's because you've been thinking about how to market your products and everything when in reality...

You need to be thinking about what product is the best, and how to set up your online store as quickly as possible.

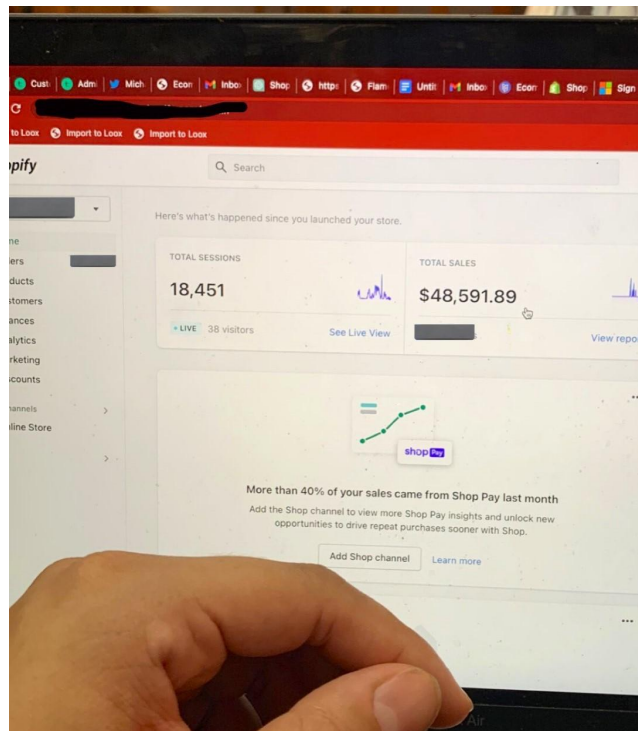
If you just sit around and think about every possibility out there to make your store successful before you even start it, you'll not make even one dime.

And in one year you'll be at the same level as you are now, **not even with one product sold.**

Now I know marketing is an important part, but for you right now it's not, because I already did the thinking for you in this realm.

I sat down and squished my brains out to create for you the best marketing strategies to get started and get almost 50K in Sales in just one month.

I know that sounds like madness, but it's the reality...



So if you want to launch your new store and make it successful so that you can wake up at the crack of noon, travel through all of Europe, and buy how many Rolexes you want then...

Click here now to get a chance of opening up your store.