

Mission: PAS Short Form Copy

Write:

- 1 PAS email

Product: Khroom Stainless Steel Water Jug

Market Research (using template)

All copy must answer these four questions:

1. Who am I talking to?
2. Where are they now/what is their current state?
3. What is the objective I want them to take/what do I want them to do?
4. What are the steps needed for them to take action?

1. *What kind of people are we talking to?*

- Mostly male users however can definitely be both as it is a water bottle
- Age range is 18 - 50
- People that mainly do sports/gym/camping or need to up there water intake

2. *Where are they now/what is their current state?*

Painful Current State (Frustration, what are they afraid of, are they angry at something, what do others think of them?)

- Leaking bottles
- Faulty caps/lids
- Caps that do not secure properly
- Carry strap breaking - becomes brittle and breaks (quality issue)
- Belongings keep getting soaked - gym bags, gym floor, car floor/seats
- Putting trust in a bottle cap that should be durable and not faulty when it isn't durable/is faulty - faith eventually gets crushed when leaks
- Leaks under cap whilst drinking which gets them wet
- Small mouthpiece which takes a long time to fill a mouthful
- Does not have an air hole which makes it hard to suck the water out

- Hard to clean

Desirable Dream State

- Good sized water bottle (2L bottles seems to be the best as the NHS recommends 1.5L to 2.5L of water per day) - not too big nor too small (being able to hold it comfortably)
- No leaks
- Reliable cap/lid
- Holds a good taste for a long time (not metallic taste or stale water taste. Obviously there is a time limit to this)
- Durable and heavy duty - lasts long (1 year +) and doesn't scratch, break or dent easily
- Easy to clean inside
- Keeps water cold/maintains temperature
- Variety of colours - personalisation
- Aesthetically pleasing - fonts, general look of the bottle
- Gives confidence that it is safe to leave somewhere like a gym bag and not leak
- Enables let to drink enough water per day - not having to keep getting up and refilling

Values/Beliefs

- They aren't drinking enough water
- Annoyed that they don't have a big enough bottle - keep getting up and down to refill
- They blame faulty/cheap water bottles that leak and are unreliable
- As they are busy/hardworking they don't have the time or money to keep filling water bottles up or getting wet due to leaks/ruining belongings like gym bags or buying new water bottles as one breaks
- Despise unreliable products that don't work and cause inconveniences - people have busy lives and don't want to spend unnecessarily

3. *What is the object I want them to take/what do I want them to do?*

- To get them to click the link which will direct them to a sales page

4. *What are the steps needed to take action?*

- Use the persuasion cycle to funnel them to the sales page

PAS Email:

Pains/Desires is highlighted in Yellow

Amplify is highlighted in Blue

Solution is highlighted in **Green**

Possible Subject Lines:

WARNING! Do not take another mouthful until you have learnt about this...

If you're sick of getting soaked when drinking, then you need to use this!

Stop getting 

Subject Line: **NO MORE SOAKED GYM BAGS!**

Tired of putting trust into your gym water bottle and having your faith crushed time and time again?

We have all been there!

Completing that killer set to look down and see the stream of water running down the gym floor straight from your bag.

Then the embarrassment of doing the "old" walk of shame to the blue roll so everyone KNOWS.

Why does this always happen to ME!

If this is you and you want this to never happen again, click [HERE](#) to learn more. If not, carry on and wring out your bag once again.