

Story of how the restaurant owner went to Japan, brought back ideas from their culture and incorporated them into his salads.

1. Who am I writing to? Who is my avatar?

I am writing to a current subscriber in my client's email list.

A resident on the east coast of Australia.

The age range is 30-50

Rather than offering a meal, the email is offering an experience of culture incorporated into the salads. They can come along on the experience on making the soba noodles while also learning the method to making them at home.

● **Current state:**

- Uneducated on making real food. E.g. they buy from the shops constantly.

- **Dream state:**

- Buy a salad. Come in for lunch. Order online, make it at home.

2. Where are they now? What are they thinking and feeling? Where are they inside my funnel?

- They are at home/work. They are feeling inspired to try that at home. Hungry to try it at the restaurant. They are 3 emails deep in my funnel.

Visuals and beliefs:

- Visualise making it themselves. There in Japan. How they can make it at home for their families / themselves.

3. What actions do I want them to take at the end of my copy? Where do I want them to go?

- I want them to order a salad online/in-store.

4. What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What are the steps that I need to guide them through to take them from where they are now to where I want them to go?

- Must feel inspired to create.
- Curious to traditional vs Store-bought.
- I want them to go from the email, read it, scroll down, see the soft sell (menu list with select salads *3*), click order now, order it.

Roadblocks & the mechanism to solve the roadblocks

Roadblocks -

Sick of store-bought.

Mechanism -

This is traditional/real food.

Level of awareness & sophistication

Value equation -

Value Ladder - (AUD)

- \$23.90 per salad.

Have you tested the copy?

no

A personal analysis of my copy.

I think it's a decent first draft. I've tried to capture a voice similar to a food blog. Still needs work. I want them to feel like they're in Japan like they were there with him.

Start:

The story of how the restaurant owner went to Japan, brought back ideas from their culture and incorporated them into their salads. - Rough 1st draft.

SL: Ideas

- How I became a soba-sensei...
- How to bring Japan into your kitchen

SL: Want to taste the magic flavours of Japanese culture in your Salads? I recently went to Japan and found the secret to becoming a 'soba-sensei'!

The weather is a freezing -2 degrees, and the three layers of clothes felt useless against Nagano's fiercely frozen winds. It's a snowy winter morning; I'm ankle-deep in fluffy white snow, struggling to put one leg in front of the other. I've just finished my 8km hike in the icy winter mountains of Nagano, Japan.

I'd been out here for hours, and after the 1000th snowflake dropped down on my face... I'd finally had enough.

Without any feeling left on the tip of my nose, I took shelter from the harsh, frosty winds in a small vintage Japanese cafe. Through the white shoji paper door, I waited for my Konacha tea to accompany my Tempura and Tofu Soba noodles.

I've been told they are a 'must have' as Nagano is 'home of Soba Noodles!'

Being a chef for 20 years, believe me, I've tried soba noodles on many occasions. However, I could not believe how refreshing they tasted. They were light, well-balanced and carried a subtle earthy aroma that tantalised my tastebuds.

"I think I've found my new comfort food," I told the waitress.

The following morning, I found a local cooking class that happened to teach the traditional art of making - you guessed it- soba noodles.

I am welcomed inside with a Gyokuro tea and am now protected from those ferocious winds. The kitchen overlooks the old Japanese street. I quickly put on my oversized apron and chef's hat, which is a little too small for my liking.

Botan immediately dove into the different techniques we would be using to create our masterpieces.

We started with a stone mill to produce 100% natural flour; we then used the Hikigurumi technique to stretch and pull the dough to create a thickness in the wet noodles. After that, use a Nagaki to roll the noodles out of the soba dough.

The soba noodles were cut, boiled, rinsed, cooled, and then served!

They were unreal.

So much flavour in such a simple dish.

In every bite of those tender soba noodles, I could feel myself relaxing and recharging.

I could climb another hike immediately after I put down the fork.

After the end of the class, I felt like I'd spent the entire morning with a group of friends. Botan was so friendly, answering any questions along the way, encouraging and guiding me.

Everybody had tried creating a beautiful lunch while learning about Japan's rich history of cooking.

At the end of the lesson, the soba chef, Botan, explained the health benefits of soba noodles, including how it is high in B1 and B2 vitamins while also reducing high blood pressure. Who would have thought something so simple could do that?

FYI - It's WAY better than store-bought. It feels like a completely different dish.

This one went straight into my personal recipe book!

The satisfaction of eating fresh, traditionally made food is eye-opening on so many levels, from the texture to the authenticity of its culture. It was excellent (not to mention how good the health benefits are!).

I love travelling to different countries. It helps me incorporate their culture into my food.

It was the inspiration behind my Soba Noodle edition salads.

This experience was definitely worthwhile and one of the highlights of my trip!

The best part is that I can now have traditional Japanese-style soba noodles every day...

All I have to do is drive to my Mixing Colour Salad Bar.

***Soft sell menu* - links to shop to order online.**

P.S. Do you have a country you'd like to travel to? I'd love to hear your ideas. Reply to this email, I might have some tips for you too. -