

Sample #3

Subject Line:

Discover the Story Behind [Brand Name] Coffee

Preview Text:

Discover the passion and story behind [Brand Name] Coffee. Join us in our journey of quality, sustainability, and community. Welcome to the [Brand Name] family

Body:

Hi [First Name],

Welcome to [Brand Name], where every cup tells a story.

At [Brand Name], we believe that coffee is more than just a drink – it's an experience. Our founder, [Founder's Name], started this journey with a passion for creating the perfect cup.

Our Mission: We source the highest quality beans from sustainable and ethical farms worldwide. Our goal is to delight your taste buds and support the farmers behind every bean.

Our Promise:

- **Quality:** Each batch is roasted to bring out unique flavors and aromas.
- **Sustainability:** We prioritize fair trade and eco-friendly practices.
- **Community:** We give back and support local communities.

Join us as we explore, innovate, and share our love for coffee. Whether you're a coffee expert or just starting, you're part of the [Brand Name] family.

Thank you for being part of our story.

Warm regards,

[Your Name]

[Your Title]

[Brand Name]

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Coffee enthusiasts, people who value quality and sustainability in their coffee.

Men or Women?

- Both men and women.

Approximate Age range?

- 25-45 years old.

Occupation?

- Professionals, entrepreneurs, and individuals with a keen interest in gourmet coffee.

Income level?

- Middle to upper-middle class.

Geographic location?

- Urban areas, likely in regions with a high demand for specialty coffee (e.g., major cities in the U.S., Europe, and Asia).

Painful Current State

What are they afraid of?

- Not finding coffee that meets their quality and ethical standards.
- Supporting companies that don't prioritize sustainability and fair trade.

What are they angry about? Who are they angry at?

- They may be frustrated with mass-market coffee brands that compromise on quality and ethics.
- Anger towards companies that exploit farmers and engage in unsustainable practices.

What are their top daily frustrations?

- Inconsistent coffee quality.
- Lack of transparency in coffee sourcing.
- Difficulty in finding coffee that aligns with their values.

What are they embarrassed about?

- Being perceived as not knowledgeable about coffee despite their passion for it.
- Supporting unethical brands unknowingly.

How does dealing with their problems make them feel about themselves?

- Frustrated and disheartened when they can't find coffee that meets their standards.
- Unsatisfied with their coffee experience.

What do other people in their world think about them as a result of these problems?

- Friends and peers might see them as overly particular or high-maintenance about coffee.

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

- "I just can't find a coffee brand that truly cares about quality and the farmers. Most of the ones I find are just big corporations that don't prioritize sustainability."

What is keeping them from solving their problems now?

- Lack of awareness of brands that prioritize both quality and sustainability.
- Limited availability of such brands in their region.

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?

- They would have a go-to coffee brand that offers exceptional quality, ethical sourcing, and transparency.
- They would feel proud to support a brand that aligns with their values.

Who do they want to impress?

- Friends, family, and peers who also appreciate high-quality, ethically-sourced coffee.

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

- Satisfied, proud, and fulfilled knowing they are enjoying great coffee and supporting a good cause.

What do they secretly desire most?

- To be seen as knowledgeable and discerning in their coffee choices.
- To have a seamless, enjoyable coffee experience every day.

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

- "I wish I could find a coffee brand that truly cares about the farmers and the environment, and also offers amazing taste. That would make my mornings perfect."

Values, Beliefs, and Tribal Affiliations

What do they currently believe is true about themselves and the problems they face?

- They believe that quality coffee is essential for a great start to their day.
- They think that most coffee brands compromise on ethics for profit.

Who do they blame for their current problems and frustrations?

- Big corporations that prioritize profit over quality and sustainability.

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

- Yes, they have tried different brands but found that many fail to meet their standards.
- They think they failed because they didn't research enough or were misled by marketing.

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

- They look for transparency in sourcing and production.
- They consider reviews and testimonials from other coffee enthusiasts.

What figures or brands in the industry do they respect and why?

- Brands and figures that prioritize quality, ethical sourcing, and sustainability (e.g., Fair Trade Certified brands).

What character traits do they value in themselves and others?

- Integrity, discernment, and a commitment to quality and ethics.

What character traits do they despise in themselves and others?

- Compromise on values, dishonesty, and a lack of transparency.

What trends in the market are they aware of? What do they think about these trends?

- They are aware of the increasing demand for ethically-sourced and sustainable products.
- They support these trends and actively seek brands that align with them.

What "tribes" are they a part of? How do they signal and gain status in those tribes?

- They are part of communities that value gourmet coffee, sustainability, and ethical practices.
- They signal status by being knowledgeable about coffee and supporting reputable brands.

Places To Look For Answers:

- Your client's existing customers and testimonials.
- Your client's competitors' customers and testimonials.
- Talking with anyone you personally know who matches the target market.
- People oversharing their thoughts and feelings online:
 - YouTube ("My journey" type videos)
 - Comments on Instagram, Facebook, Twitter, Reddit, and other forums
 - Reviews on Amazon.com, Yelp, and Google Business/Maps

Basic Avatar

[PASTE IMAGE HERE]

Name: [Customizable based on target persona]

Background Details:

- A professional in their 30s living in an urban area.
- Passionate about coffee and values sustainability and ethics.
- Enjoys exploring new coffee brands and sharing their experiences with friends.

Day in the life:

- Starts the day with a carefully brewed cup of coffee.
- Researches new coffee brands and shares recommendations with friends.
- Prefers shopping at stores and online platforms that align with their values.
- Participates in coffee tasting events and follows coffee-related content online.