

1. Who am I writing it to?

- am writing to 18-35 young adults that are doing holistic fitness, which some of them talk about business and are doing kind of a business, and are improving their health consistently, they are NOT ALWAYS in search of looking for healthy tools to improve their health, but they don't mind it if it actually does and it's something different. They love vegan products because they aspire to become a vegan enthusiast and have the most healthy lifestyle of living and have an aesthetic one. They hate to stand still with their progress because if they stand still then it's pain for them. After all, that's where the deep hole of IBS pain and bloating and health diseases are from.
- They believe that they have tried every holistic supplement they could but it doesn't really click for them, and they are aware of Ashwagandha. Still, my client Ashwagandha is different because it's specifically delivered from an Indian pharmacy.
- They hate green juice brands like AG1. They believe it's a form of laziness and unclear taking care of yourself and a waste of money because they believe you can just go to a supermarket and buy all of the necessary nutrients needed.

2. Where are they right now?

- In funnels, they are scrolling through the AD, they are aware of the Ashwagandha effects, which places it 4/10 for the 1st pillar and I need to get it at 9, and they somewhat believe the idea works, they heard a lot of times that there were recent studies on Ashwagandha and they heard word-of-mouth from a fitness influencer that it works, and they trust only the word-of-mouth and popular influencers but they never heard of my company.
- Mentally and emotionally, they are just doom scrolling and wanting to entertain themselves with holistic vibes.

3. Where do they need to go?

- They need to go and buy our Ashwagandha as a replacement.

4. What steps do I need them to take to get there?

- I would need to amplify the dream desire state using PAS and kinesthetic language and selling identity, and then I would leverage a little trust from a credible source that they know and are aware of because they heard from it first, and then I would build trust from social proof because a lot of people used this product.

5. Why would they NOT take action?

Format: PAS

3 Pillars

- ☒ ~~Do they believe that the value they are getting is worth it?~~
 - Cost:

- A. Price? \$26,99 of a supplement, with 80 capsules.
- B. Time? Today
- C. Effort? Buying
- D. Sacrifice? Taking time to buy the supplement

- ☒ ~~Do they believe the idea will work?~~
- ☒ ~~Do they trust the company/person selling the product?~~

Headline checklist

- ☐ Urgent
- ☐ Unique
- ☒ ~~Ultra-specific~~
- ☒ ~~Useful~~

Headline Do You Truly Have The Independence To Handle The Real Pressure of Business 24/7?

As a holistic woman, do you believe that everything you do must perfectly align with the spiritual level you've built, thinking you can achieve it alone to become an independent woman?

“But if you do everything perfectly, then you don’t need to have stress because you will know that it will be perfect from your plan... Right?”

WRONG.

The feeling of wanting to have everything perfect will already give you imperfection, which causes you stress already...

...AND PLUS, The strong independent healthy woman, above all, will have the bravery to go out into the discomfort zone so she can buy clothes, books, and importantly, organic foods that will make you healthier than the basic-average supermarket food.

You can get started TODAY to achieve the strong independent woman you’ve truly wanted to become, or, stay average-organic-eater in the supermarket.

MAX 150 words.