

1. Who am I talking to? Who is my avatar? Simon, 33. His bathroom needs to be updated and more pretty. He'd like to hire somebody to remodel/renovate his bathroom to make his and his wife's dream come true and have a modern, gorgeous bathroom that they'd feel happy to go in every day multiple times a day.
2. Where are they now? What are they thinking and feeling? Where are they inside my funnel? They have had their bathroom for a while and are at the point where they want to make a change. They feel frustrated, uncertain, concerned, urgent, and determined. They are at the very beginning of the funnel. They just came across this email.
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 click on the link that will redirect them to the website of the company.
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 I need to guide them through to take them from where they are now to where I want them to go? They must get intrigued by the SL and recognize their pain/desire, they must get their emotions amplified, and they must get the solution to solve the pain handed to them on a silver platter.

This is a copy practice. It's for an imaginary company.

Subject Line: The key to your dream bathroom is be right here...

Congratulations for not ignoring this!

You're about to get a new bathroom!

We're talking about modern designs and above and beyond your expectations.

And faster than you could think of. 2 months? 1 month and a half? No. All of that under 2 weeks.

No matter...

- What your style is
- How big your bathroom is
- What design you want
- What modifications you desire
- If it's the biggest bathroom in the world

You will have in less than a month. **That's our guarantee.**

There's no rush to get started.

You have all the time you need to think about it.

You can make your decision in 3 months if you want.

But just know that when you make that decision, your dream bathroom will be waiting for you 2 weeks after that step.

The important thing is that you make that decision at some point.

[You can look at what to expect here if you'd like.](#)

You'll see what professionally remodeled bathrooms look like.

You might find the bathroom you dream about, who knows?

Those are the result of over 20 years of experience.

If you'd like to have a similar bathroom in your own home, [click here.](#)

Hope to see you soon!

Peace out,

Samuel

P.S.: You'll also find a lot of testimonials over there.

They've been sent by clients who had their expectations exceeded.

We hope these nice words make you feel brave enough to let someone else make your home even better!

P.P.S: Again, there's no rush for you to take action right away. We'll still be ready to build you your dream bathroom in 5 months or even 1 year from now.