

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 ad.
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.

Subject Line: **Would you keep the bathroom you currently have for the rest of your life?**

Go look at your bathroom right now.

Is it the bathroom you imagined you'd have?

Are you proud of what you are looking at?

Is it the exact representation of the picture you had in mind?

Imagine this:

You come back from work and spend time with the kids and your girlfriend/wife. You are exhausted and get to take a steaming bath or shower in your new bathroom.

You're greeted with more space, luxurious features, and vibrant colors.

You feel happy, proud, and relaxed because you finally have the bathroom you always wanted.

Check out some of the work we've done for satisfied clients [right here!](#)

(Or the CTA will be this one, I'm not sure which one to pick →) If you want to see stunning bathrooms, click [here](#) to view examples of our work!

(I'll only use this if I use the first CTA →) But only if you want to see what a personalized bathroom looks like 😊.

Notes:

I'm thinking about using the second CTA but please let me know if you think the first one is better.