

1. Who am I writing to?
 - 18–35 young adults striving for health improvement and maintenance, they don't want to stay in the same position in their health because it sucks and they want to keep improving their healthy lifestyle
2. Where are they right now mentally and emotionally?
 - They are right now scrolling through Facebook and they are consuming gym content.
3. Where do they need to go?
 - They need to go and buy the Ashwagandha, but rather. We sell them an identity to become that healthy person they want to be.
4. What steps do they need to take to get there?
 - They need to get curiosity and dream attached to the copy that they will get the emotions to become that person we described so they buy that identity
5. Why do they need to take these steps?
 - They need to take these steps because it will make them want to buy the product. After all, it will make them want to become that person they dream of.
6. What's the best solution for my prospect/client?
 - The best solution is to sell identity and the dream version of themselves in organic supplement niche

Idea: Simple AD selling Ashwagandha but more and better

Format: PAS + DIC

End goal: Sell to readers the identity and make them want to become the best versions of themselves

Headline: The Indispensable Ingredient To Achieving Unlimited Energy & 0% Stress in less than a week

It can be tough to take care of your health when you have stressful responsibilities and endless work to do...

But what is the secret ingredient to staying healthy in that unlimited energy with 0% stress around you to worry about?

Well, there is one natural medicine that will erase ALL your stress FOR GOOD.

This one natural remedy will only work if you take it every day.

After buying and taking it every day, you're guaranteed a future where you're:

- 1-Anti-stressed.
- 2-Ultra-focused.
- 3-Energetic and productive.

Are you serious about this? If yes, click [here](#) for your stress to be gone and achieve a much more fulfilled healthy lifestyle.