

//BEFORE READING:

This copy was originally written in another language, hence some of the weird wording in the research

Customer Language

- Simplify recipes so you don't have to shop for 10+++ different ingredients just for 1 smoothie.
- There's a lot of delicious options to choose from! A great mix of both healthy and luxurious.
- I have tried 3 of the recipes so far, and they are incredibly tasty and satisfying at the same time.
- No matter your lifestyle or specific health conditions, you will find something to suit your needs. It has everything. From smoothies for weight loss, healthy skin and anti-aging, diabetic smoothies, and smoothies for brain nutrition, just to name a few.
- Drink your way to good health.
- Looks like you would have to spend a fortune on various fruits, vegetables, and herbs before you could simply whip up something that is enjoyable and tasty.
- There is no nutritional info.
- But I believe a recipe book should include nutritional information; especially one that speaks to healthy, weight-loss, or protein-packed smoothies.
- The smoothies are so easy to make, don't require a ton of ingredients, and are so healthy.
- Sometimes making smoothies can be a little overwhelming because I think it's easy to get in a rut and get bored with the ingredients (and I'm not creative enough to think them up on my own).
- The book is full of images for the recipes. I like knowing what the final product should look like.

Product

- Digital recipe booklet with 30 nutritious smoothie recipes. Can be used as healthier desserts, and the idea is for you to recreate the holiday feeling in your own home.

Avatar

- Men and women aged 18-70 who want to learn healthy smoothie recipes that can be used as healthier desserts.

Painful State

- Their frustration is that they feel they have to buy 10+ ingredients like blueberries, apples, strawberries, kiwi, raspberries, and nuts just for one smoothie, which they find expensive and unnecessary. They don't want to invest a fortune.
- Previous smoothie guides and recipes they have used did not include nutritional information for each smoothie, something they particularly desire for smoothies aimed at weight loss or containing proteins.

Dream state

Their ideal state is that they want to create simple, quick smoothies with few ingredients so they can enjoy a healthier, nutrient-rich dessert that is satisfying.

- They desire recipes that have a mix of both health and luxury.
- They want recipes that cater to their needs.
- They want diverse recipes since they believe that making smoothies can be overwhelming but also boring if you're not creative enough to come up with your own recipes.
- They want a recipe book that includes pictures so they know what the finished product should look like.

Objective



- The goal of this copy is for the reader to click on the link and visit her product's sales page.
- In the first line, I will use a dream state: "The smoothies are so easy to make, don't require a ton of ingredients, and are so healthy." I will incorporate all 4 elements of the value equation for maximum impact.
- I will address the roadblock: "Their frustration is that they feel they have to shop for 10+ ingredients such as blueberries, apples, strawberries, kiwi, raspberries, and nuts just for one smoothie, which they find expensive and unnecessary. They don't want to invest a fortune." by saying: The booklet contains a mix of simple recipes with fewer ingredients, while some are more demanding and include more ingredients.


Copy

👉 **When Oreo cookies can actually be nutritious** 👉

A smoothie bowl that is easy to make, requires few ingredients and is actually healthy, is hard to come by.

That's precisely what my Oreo smoothie bowl is – a nutritious and healthier dessert.

 The smoothie bowl is just 1 of 30 other healthy, diverse recipes that don't require 10+ ingredients and won't end up costing you a fortune. 

 If you want to enjoy a quick, easy, and more nutritious dessert or crave a luxurious smoothie bowl, click the link in my bio! 