

Eye drops

Business type: Optical retailer

Business objective: Increase sales

Funnel: Emails

1. Who am I talking to?

People who work with computers long hours and have dry eyes
People who like computer gaming/ streaming and get dry irritated eyes
Or wear contact lenses/ seek comfort whilst wearing contacts

2. Where are they now?

Current state: probably have dry eyes now, know that they need a solution but not getting round to buy it. Probably the effort they need to make in order to get the eye drops:

For example looking for them or going to shop and look through many products to find the most suitable ones (for example they wear contact lenses and need to find eye drops compatible with contacts).

It is possible that they were previously managing without eye drops and even though they know that it is better for them they just leave it and carry on without the product.

Dream state: their eyes feel better, not dry and they can handle the 8 hour shift at the PC without rubbing their eyes. They can game longer and make their streams more productive as their eyes are not as tired. They don't feel discomfort when wearing contact lenses.

3. What do I want them to do?

I want them to stop at the email and get disrupted with the subject of the e-mail. Get intrigued and interested to find out what I got to say and open the email and find out about my product.

I want them to realise that it's time to stop messing about and to finally get the eye drops their eyes need.

4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

They need to see that I am talking to them, to a person with dry eyes and telling them that enough, it's time to protect their eyes.

I want them to feel motivated to finally get the eye drops so they can reach their dream state.

Maybe make them feel slightly guilty, in a sense that "come on it's time to protect your eyes, they're dry, you are using a computer - do something about it".

Subject Line: Is Screen Time Hurting Your Eyes?

Preheader Text: Ever felt eye strain after hours of gaming or screen use? Studies show that 77% of adults using digital devices for over two hours daily report dry, irritated eyes.

Message Body:

Hi [First Name],

I know exactly how it goes—starting your day fresh but winding down with tired, irritable eyes. It's not just uncomfortable; it's your eyes crying out for a break.

Like you, I used to ignore the early signs until I realised I was risking long-term damage...

That's when I discovered Optex, a game-changer for anyone who spends hours in front of a computer or wears contacts.

Whether you love your game sessions, work long hours at the computer, or seek contact lens comfort - Optex's specially formulated relief refreshes your eyes instantly and maintains moisture for hours.

Imagine ending your day with eyes that feel as fresh as they did in the morning. This could be your new reality with Optex.

"Long gaming sessions were brutal on my eyes. I tried Optex, and wow, no more dryness. Now, I can focus on winning!" — Jordan T., Competitive Gamer

Your eyes do so much for you, why not give them the love they deserve? Give Optex a try and share your thoughts with me! I'm here to help.

P.S. Use the code [FIRST20] at checkout for 20% off your first purchase! Let's keep those eyes happy together.