

Avatar Profile:

Current State: The avatar is a business owner who has recently launched a new business and has engaged the services of a marketing agency to help with the website design, logo/branding, and other marketing-related activities.

Dream State: The avatar wants to build a successful business and establish a strong brand presence in the market. They envision their business becoming a well-known and respected brand with a loyal customer base. They also want to expand their business and reach new customers in different regions.

Roadblocks: The avatar faces several roadblocks on the path to achieving their dream state. These may include limited resources, budget constraints, competition in the market, and a lack of expertise in certain areas of business management. Additionally, as their business grows, they may face challenges related to scaling operations and maintaining quality while managing increased demand.

Opt In Structure:

Utilizing the special offers and value your newsletter provides would be a great way to drive traffic from your website and social media into an opt in page, an opt in page is a page designated for people to opt in to your brand, you can utilize these special offers through emails and social media posts to bring people to the opt in page. From then, they can purchase your service..... To start, below is an example email you could look at for your newsletter to show how this would work.

Copy

SL: For people who ACTUALLY want their business to succeed

There you are again, the night is late as you sit there... alone in your room swirling your thoughts, twiddling your fingers just trying to think of why your business WON'T succeed

Your brain travels back and forth but you can't figure out your next step. Failed plans, poorly executed ideas and a lack of true experience has left you in a bottomless pit

But..... Just imagine, if you could find that idea

If all the pieces of the puzzle could connect.... Just like that

You wouldn't need to keep working your crappy job...

Wouldn't need to think about cutting costs anywhere

True freedom.....

The clients flowing as easy as 1,2,3

An established business empire you would have control over

Wouldn't it be nice, huh?

Well, it's time you stop considering this a dream.... This could be YOU

There is a strict, applicable formula.... Testified to by many yet utilized by few

And the best part is.... You can start implementing it RIGHT NOW

Like seriously, right now....

So if this interests you,

[Click here to tap into your business gold mine...](#)