

# Borsuttogó - Colio Mail

Business Objective: Get people to buy this exclusive wine package by clicking the CTA in the email.

**(Email Marketing)**

## WINNER'S WRITING PROCESS

Who am I talking to?

People who have already bought this product from us before and they like the product and like our company

**Level 4 Product Aware**

**Level 5 Sophistication - Niche Down play**

**Value - They think it's a seven but cost is around 8 currently**

**Idea - Yes, they know it works, they know it's good, around 9**

**Trust - Absolutely 10**

**Current State - They need more of that wine, but it's either too expensive or they currently have other ones at home to drink**

**Dream State - Sitting down to the dinner table, opening a bottle of this fine wine paired with the angus steak they are eating feeling fantastic, the wine tasting amazing, them having an amazing relaxing Saturday night dinner.**

## Target Market

**What kind of person is going to get the most out of this product? (niche down/demographic)**

- 80/20 men and women
- late 20's early 30's to late 60's
- Businessmen, wealthier man, hard working men - basically men with a great income who like drinking wine
- They like this wine, they have bought it before
- Mid-High income level
- All of Hungary
- Tried this wine before and they liked it
- Singles, couples or married

**Who are the best current customers, with the highest LTV?**

- There aren't any top customers. All of these people have bought from these types of wines, that's it.

**What attributes do they have in common? (identity/values and beliefs)**

- Quality wine
- Quality packaging
- Fast shipping
- Drinking this exact type of wine at dinner

## Avatar

**Name, age, and face.**

- Csaba, who has a financial supervisor company, is 42 years old with kids and a wife. He works a lot, but also likes spending his free time completely relaxing and loves eating great food and drinking great wine.

**Day-in-the-life.**

- Wakes up at 7:00 AM beside his wife
- Makes himself a cup of coffee
- Eats breakfast
- Drives to work (as a CEO, making sure everybody is working and everything is going great.)
- Handles calls all day
- At 4pm the thought comes to his mind that they need more wine at home. This is when he calls Borsuttogo to order more
- Drives back home at 7pm
- Scrolls through IG reels on the couch, plays with his children
- Eating dinner with his kids and wife. Asks the kids how their day was and how they are doing.
- Checks business messages one last time.
- Sleeps at 10 PM

**Values. What do they believe is most important? What do they despise?**

- Leading a life of hardship and running his business as best as he can
- Being there for his daughters at all times
- Living a quality life only buying quality clothing, food and travels
- He believes that what he eats and drinks are very important that's why he carefully chooses which wine to drink at dinner
- He knows about wine, knows which one to drink with which dish

**Outside forces.**

- Wife
- Parents
- His workers fucking up tasks at work.
- Friends.
- Kids.

# Where are they now?

## Current State + What are they thinking now

They are kind of in need for new wines, but he also doesn't really think about this or they have enough that they got as gifts and are drinking those  
He remembers how great those Colio's were, but he either just doesn't think about ordering or doesn't know that he can order.

### **How do other people perceive them?**

#### **What lack of status do they feel?**

- He feels incompetent that he knows he wouldn't really know how to physically defend himself or his loved ones if it came to it
- Doesn't feel appreciated for his workouts, so he gets bored very easily
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#### **What words do THEY use to describe their pains and frustrations?**

- See above

## Dream State

**If they could wave a magic wand at their life and fix everything, what would their life look like?**

### **What enjoyable new experiences would they have?**

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### **How would others perceive them in a positive light**

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### **How would they feel about themselves if they made that change?**

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### **What words do THEY use to describe their dream outcome?**

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## Roadblocks

### **What is keeping them from living their dream state today?**

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### **What mistakes are they making that are keeping them from getting what they want in life?**

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### **What part of the obstacle does the avatar not understand or know about?**

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**What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?**

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## Solution

**What does the avatar need to do to overcome the key roadblock?**

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## Product

**How does the product/service help the avatar implement the Solution?**

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**How does the product help the reader increase their chances of success?**

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**How does the product help the reader get the result faster?**

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**How does the product help the reader get the result with less effort or sacrifice?**

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**What makes the product fun?**

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**What does your target market like about related products?**

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**What does your target market hate about related products?**

## Cost and Thresholds + All 3 Levels

## Awareness and Sophistication

## Where They Are Physically

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## Where They are in the Funnel and Value Ladder

### Primary 1-2 Value Drivers

## Where do I want them to go?

- From thinking that this costs too much or that they are good with their current wines at home to thinking “Hey, this is a robbery deal, I must get this pack for this much.”
- Open the email, read the headline, preferably click the first CTA, read more, click the other CTA's, buy the package

## What do they need to experience to get there?

### The Persuasion Cycle

- Grab their attention
- Trigger pain/desire
- Lower perceived thresholds
- CTA

### Ask specific questions

- How will I raise their current feeling of pain/desire?
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- How will I raise their belief in the idea/solution?
- How will I raise their trust in our company?
- How will I reveal their roadblock?
- How will I show the solution/mechanism?
- How will I connect to our service?
- What do they need to believe to take action?
- How will I introduce the CTA?
- How will I demolish their objections?

- How will I use curiosity every step of the way?

## Create an outline

- So if that what you're into [This probably isn't for you](#)
- This is expensive and it sold out fast (could point back at the grappa deal)
- This is not a cheap pack of wine - this is an exclusive valogatás of wines only for G's
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## Collio Family Exkluzív Ajánlat

Kedves Olvasó!

Azért kapta Ön ezt a levelet, mert tudjuk, hogy a **Collio** család borainak már sikerült kifinomult ízlését enyernie, és szeretnénk, hogy ez továbbra is így maradjon.

Egy olyan rendhagyó ajánlattal készültünk ma Önnek amit egy exkluzív borkedvelőként lehetetlen lenne visszautasítani...

Nem vagyunk a hatalmas kedvezmények, olcsó termékek vagy gyenge szolgáltatások hívei.

Ahogy [Ön sem](#), mivel ezt az emailt olvassa.

Pontosan ezért hoztuk ma el Önnek a **Collio Család Exkluzív Válogatást**, amely:

- Életteli nyári esték feledhetetlen hangulataért
- Baráti körben különleges borélményként
- Minden ízlésnek megfelelő párvaként
- Bármilyen vacsora fantasztikus párosításaiként
- Elegáns, komoly ajándékként



helytállóan szolgál.

- **6 bor**
- **5 különböző íz**

A Collio terület 2020-as évjárat egyedülálló utolsó palackja, mivel a talaj, a napfény és a szél különleges kombinációja miatt itt születnek meg a "Collio sárga aranyként" ismert fehér szőlők.

Ezen évjárat borai jellegzetesek illatosságukról, összetett zamatukról, testükről, szerkezetükről, savasságukról és ásványos jellegükről.

Ez **nem** egy mindennapi borválogatás - csak a **kiválóság** és a **top minőség** kedvelőinek szól!

***Június 19.-ig egy különleges ajánlattal kedveskedünk kiemelt vásárlóinknak!***

20%-os kedvezmény minden egyes leadott rendelésre, **kizárólagosan ezen email olvasóinak** érvényes az ajánlat!

**Rendelje meg a Collio Család Exkluzív Válogatását MOST!**

## — English Version for Agoge G's

### Collio Family Exclusive Offer

Dear Reader,

You have received this letter because we know that the Collio family wines have already won you over and we would like to keep it that way.

We have an unusual offer for you today that will be hard to refuse.

We are not advocates of huge discounts, cheap products or poor service.

And neither are you, since you're reading this email.

That's why today we bring you the Collio Family Exclusive Selection, which is:

- A match for all tastes
- Fantastic as pairings for any dinner
- An elegant, serious gift
- A great storage wine

The package contains

- 6 bottles
- 5 different flavors
- The last bottles of the 2020 vintage

Until 19th June, 20% discount on each order placed, exclusively for readers of this email!

Order NOW before they're all gone!