

## m E-mail Writing Projects

1. Jannelle, the Busy Student
2. Oliver, the Neighborhood Cafe Owner

### 1. Jannelle, the Busy Student

Demographics:

- Location: Los Angeles, CA
- Occupation: PhD Student

Motivations:

- Needs a quiet place to study and read without distractions
- Wants quick and professional service
- Prefers to order online from her smartphone to avoid lines

Pain Points:

- Hates waiting too long for coffee
- Doesn't want to be bothered by staff while studying
- Relies on strong coffee to help her concentrate later in the day

Hi Janelle,

Subject: Make your study time memorable with our discount only for you

Main Body: We hope your studies are going well! We know that being a busy PhD student can be difficult in Los Angeles.

At **Cafe Coffee Day**, we make your coffee experience easier. We offer fast online ordering from your smartphone. You can place your order before you leave home. Skip the lines and enjoy your strong coffee without waiting to spend more time reading and less time queuing!

Finding a good place to study is important. Our cafe is a great place designed just for you. Enjoy a quiet place where you can focus on your work. Our staff will disturb you when necessary - your privacy is important to us.

As a thank you for joining our community, we offer a special discount for pre-ordering through our app. You save time and get great deals on your favourite drinks! Plus, if you order today, you'll get an extra **10% off your first app order!**

Don't miss out on making your study session more enjoyable. Order now and treat yourself to your favourite drink.

We look forward to supporting your studies. Visit us and enjoy your time here!

Best,  
Cafe Coffee Day  
[Cafecoffeeday@gmail.com](mailto:Cafecoffeeday@gmail.com)  
Cafecoffeeday.com

## 2. Oliver, the Neighborhood Cafe Owner

Demographics:

- Age: 35
- Gender: Male
- Location: Portland, OR
- Occupation: Cafe Owner

Motivations:

- Wants to expand his cafe's business online
- Desires a smooth, appealing, and efficient digital ordering system
- Aims to attract new local customers

Pain Points:

- Frustration with navigating and managing an online platform
- Ensuring cybersecurity for online orders
- Lacking knowledge of e-commerce platforms and digital marketing
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## **Boost your cafe's online presence today!**

Hi Oliver,

I hope this message finds you! As a coffee shop owner in Portland, you know that reaching out to new customers is important. We are here to help you grow your coffee shop business easily.

Our digital application system is simple and efficient. With few clicks, your customers can order directly from their smartphone or computer. You will enjoy the ease of processing orders without any hassle.

Did you know that coffee shops that order online have a 30% increase in revenue? This could be a game-changer for your business!

We also know that cyber security is a major concern. Our platform ensures that all online transactions are secure, giving you and your customers peace of mind. Your coffee deserves a reliable system to protect your business.

Don't worry if you are not an e-commerce or digital marketing expert. Our team offers full support to help you navigate the online world. We provide resources and guidance to help you attract new local customers.

Take the first step to increase your cafe's online presence. Sign up today for our premium consultation for \$0 and transform your business!

We're looking forward to working with you!

Best regards,  
ABC services  
[ABCserivesDM.com](http://ABCserivesDM.com)