

Content:

- Rumble unlisted video
 - 4 questions
 - Roadblock, Solution, Product
 - Copy
 - Personal analysis
-

Rumble 100 Burpees:

<https://rumble.com/v452d4u-100-burpees.htm>

1. Who am I talking to?

My avatar is a 22 year old male from New Zealand. He is the absolute average guy, not really strong, not really popular, not really smart but neither weak, a geek or dumb. He has a few friends with who he goes to some parties on the weekend and plays video games and watches Netflix every evening after he has done the minimum necessary work for college. He likes to scroll through social media and look what other people accomplish but the fact that he hasn't doesn't really bother him. On SM he's in an art loop and sees all those people produce content (drawing, sculpting, building...).

My audience is art-interested people of any age scrolling through social media. Their creative personality is somewhere asleep inside of them, waiting to be woken up.

2. Where are they now?

He's scrolling through SM looking at some artist painting, while he's supposed to do some work for college. He wastes his time because he doesn't want to do the work.

They are living their lives scrolling through social media, looking at how good other people are but don't really realize that they could start creating as well.

3. What actions do I want them to take?

I want him to watch one of my SM ads and become really interested, interested enough to visit my website and read through it. Then I want him to buy my product.

I want them to be pushed over the edge by my copy so they buy my product.

4. What do they need to experience to get from B to C?

I need to wake up the creative part of his personality and make him want to start pyrography.

I need to explain all the advantages he will get from buying that one product (stress relief, personalized/unique decorations, gift ideas, eventually money, ...)

I want to make him understand that it is easy to learn and looks good without many skills.

I need to get him motivated enough to buy it.

Roadblock: My audience isn't aware that they can actually create crafts instead of watching videos of people doing it.

Solution: Explain to them that they can start some form of art that is easy to learn and gets good results fast.

Product: The product I sell is essential for a form of art that fulfills these criteria.

Pyrography Pen Kit

Wood burning is a simple, creative, and surprisingly therapeutic activity that can be enjoyed by people of all ages and skill levels.

I remember my first craft as if it was yesterday (see image). I was around 5 or 6 years old.

I remember feeling like I was in a kind of trance. Time seems to pass faster and you feel an unnatural state of **peace of mind**. I remember how this feeling intrigued me for the next couple of days. To this day, I have that feeling every time I do a pyrogravure and I never encountered any activity that provides that kind of peace of mind. You should try it!

Grab a pyrography pen, find some wood, and get started!

Easy to start: create eye-catching designs from your first day on

Forget frustrating learning curves!

In that way pyrography is different from other forms of art: you don't need hours and hours of practice to get decent at it.

If you reproduce a template from the internet on paper it looks mundane because it's the same: a drawing on white paper. But if you burn it into wood, it becomes special because it looks different, it looks like its own piece of art.

Try both and you will see what I mean.

By using templates, even your first craft can look like a **masterpiece**.

You just need to get started and you might be surprised how good it looks!

Stress-relieving activity

Wood burning is an effective stress-relieving activity due to multiple factors:

- The repetitive nature of it, with its rhythmic motions, can be quite hypnotic, and combined with the focus used to create a stunning piece of art, it **calms your mind** and allows you to **escape all the anxiety** of your day-to-day life.
- Another reason for its anti-stress properties are the **satisfaction** you get, when you see your vision come to life and the **sense of accomplishment** you get when you see the piece of art you just created.
- A not-to-underrate aspect is the fact that the practice of pyrography **engages multiple senses**: the changing color and the subtle scent of burning wood, and the feeling of the texture of the wood under your fingers create a sensory experience that can be incredibly relaxing.

So, if you're looking for a new way to relax and de-stress, wood burning is definitely worth considering.

Makes a house your home

Pyrography adds a touch of charm and warmth to any space.

The natural beauty of the burned wood, coupled with personalized patterns and designs, creates an **eye-catching decoration** and, unlike mass-produced decor, **pyrogravures are personal**.

Whether it's a quote that resonates with you or a design that you like, by burning your own designs, you bring a part of your creativity, interests, and personality to your home. Each completed piece holds the **satisfaction of your skill, effort, and accomplishment** and evokes a memory.

So, grab your pyrography pen, get creative, and start adding a part of your personality to your house. Make it your home!

Ideal to create personal gifts that stand out

When you give away a self-made pyrogravure, you're not just giving an object; you're **giving a piece of your time, creativity, and love**.

Through those handcrafted pieces, the recipient knows the effort and thought you put into crafting the piece, making it a **truly special and sentimental gift** that will forever hold a special place in their home.

It's about the emotional connection and the shared memories: you **create something unique just for them**.

So, next time you're looking for a truly special and meaningful gift, consider the magic of pyrography!

Potential side-hustle

If you enjoy the process and/or want some money, why not sell your crafts on the **local market** or create your online store?

You can also **take orders** from your neighborhood or your friends' friends.

You'd be surprised what some people are ready to pay for a handcrafted piece of art!

What are you waiting for? Grab your pyrography pen and get started!

Can also be used as soldering iron

I included some more items so you'll be able to use it as a soldering iron as well.

Personal Analysis:

All in one I think the product description is “all right” but I don’t know how to get it to the next level.

The CTAs should maybe differ a bit more and I might need to break down the paragraphs more to facilitate the readability. But apart from that I don’t really know how to improve it...