

PAS Framework:

PART 2.

<https://drive.google.com/file/d/1KiO0Uhid5zdh5i1wmhyF-vTEfDOv-f02/view?usp=sharing>

Who am I talking to? -

I am mostly talking to people under 22 years old who want to become internet famous in order to earn money or just to be seen because all those people think that being famous is cool.

Avatar:

Michael is 18 years old and he is just a normal person who just finished school or is about to. Recently he got interested in growing his tiktok account because he sees some benefits from it such as popularity (being famous) or having an opportunity to start earning money from home. He started doing it but unfortunately was not getting any result.

Where are they right now? -

Michael is in the stage of frustration, he uploaded his first video's in which he dedicated a lot of effort in but simply it didn't get a ton of views as he expected.

What steps do I need to take? -

I need to introduce my readers at first with a strong subject line that catches their attention such as (40k followers in one day just by doing this...) then I consider leading them from starting on their pain and moving towards talking about their desire of becoming a TikTok star. Finishing on strong CTA.

Roadblock:

Learning how to get their videos becoming more viral. The secret behind how to get a lot of followers in the shortest amount of time. Basically not knowing what to do, what actions to do in each case such as if the video it's not a lot of views or a lot. Lack of experience.

Notes:

- "others seem to do it so easily"
- Tough Journey
- Finding right algorithm
- Problem with consistency
- Old account (deleted usually)
- First 3 videos (Matter
- People want to be visible, noticeable

- 40k in one night(crazy result). Unfair how people spend years getting followers but still end up not as much.

PAS Framework (LONG)

Subject line: How I Gained 46k Followers On TikTok In One Night! 🚀

Hey %FIRST NAME%,

Aren't you tired?

Pouring endless hours of effort into TikTok, yet still suffering from barely getting any views.

Constantly looking through the whole internet for "Tips and Tricks to get followers" and still nothing seems to make a dent.

Feeling like "others seem to do it easily" but you cannot.

Isn't this frustrating to you?

We all dream, "today I upload, tomorrow I blow up" but it's far from being achievable...

Or is it?

You see, there is a reason why others can skyrocket to 97k followers with the blink of an eye but you cannot...

And no it's not about effort,

And no it's not about the paid ads or luck.

In fact they hold a powerful secret to rapid growth.

Not only does it increase their follower list to an insane amounts,

Gaining them thousands if not millions of views.

But make TikTok **work for them**.

And the truth is,

Literally ANYONE can grasp and apply this method, achieving remarkable results in just a matter of hours.

They simply know...

How to manipulate TikTok's algorithm to their advantage.

I know it sounds insane,

But this is the only way for FAST growth.

And it still works!

But this trick won't be possible forever!

In fact TikTok is closer than ever to uncovering this secret,

And shutting this tiny window for easy success,

FOREVER

[So make sure not to miss this chance](#)

PAS Framework (Short)

Hey %FIRST NAME%,