1) Who am I talking to? Who is reading this copy?

- Niche:
- Furniture/Homewares/Home decor
- Sub-niche = Area Rugs

- Target, ideal avatar:

This product is for every home, it is a very generic product made for the average working class/middle class home:

- Men or Women? Women
- Approximate Age range? 30-50
- Occupation? Teacher, Customer service rep, Manager, etc.
- Income level? Working class, £24-38k
- Geographical location? UK and Northern Ireland

- Susanne
- 38 years old
- Works as a Geography teacher at a high school
- Earns £33k a year
- Married with 3 kids and a labrador
- Lives in Manchester, UK

Susanne is a soccer mom. She lives in the outskirts of Manchester (Chester) with a husband, but most importantly three boys between the ages of 11-18 and a black labrador.

She 'tries her best' in life. Two of her boys play soccer for the same club and she takes a lot of pride in them for that.

For work, she is a Geography teacher at a high school in Manchester City. She doesn't mind it. She tells people she likes it because she enjoys working with kids and getting to help kids learn and play a part in the education of the youth.

2) Where are they now emotionally, physically & mentally?

Susanne takes pride in her home. She thinks it is 'messy' and is getting bored of the same decorations. She wants something new and exciting for her home which will make it look stunning and make her proud.

Especially when friends come over she wants her home to be looking its very best.

Physically - Right now she is sitting at her kitchen table scrolling on her phone on the Amazon app. It's 7.45pm and her kids have just finished their homework and the family has had dinner.

She was on the Amazon results page for the search term "washable home area rugs" looking at all the options.

She has just clicked on our product listing after seeing the image and realising she liked the design and wanted to know more about it.

Right now she has finished looking at the product images and is still interested in the product, looking for a final reason to buy it, and is reading the product bullet points on the listing page.

Emotionally & mentally - Emotionally she is tired, it's been a long day and she feels like she never has a chance to wind down and relax. She's got her school lessons tomorrow at the back of her mind.

She feels like she is losing control of her house (and her life), the kids are growing up & becoming more independent.

The one thing she has control over is how she takes care of her house, keeping it clean and beautifully decorated. She has been thinking of getting a new rug for the living room for a while now and she's finally decided to take a look on Amazon

to see the options that are available.

She wants to impress visitors with a stunning home which gets compliments and is admired by family and friends.

Where are they at now?
Market awareness
Level 4 - Product aware
(They have already clicked on our product listing after seeing the and looking at the images. Now she is reading the bullet points on the listing page.)

Stage of Market Sophistication
Stage 5 - The market is very saturated and "tired of the claims"
There are a lot of similar products with all similar "mechanisms" or USPs.
My client's unique mechanism is the design of our product. It is unlike any other available to buy on Amazon while also matching the top quality of other doormats.
Another thing that sets our product apart from the rest is that it does not crease when being packaged like many other rugs. There are usually negative reviews mentioning creases upon delivery.

3 levers of success - Current
- Pain/Desire - 3/5
- Belief - 3/5 (They have not held the product in their own hands and used it for themselves yet - they are only seeing it on Amazon)
- Trust - 3/5 (We have no Amazon reviews yet so they do not trust us fully, however amazon is a very trustworthy platform)

Current state
She's excited to finally be searching for an area rug to buy.
She has been getting very bored of how her home currently looks. Nothing has changed about it in so long, she wants to spice things up. She's been dreaming recently about how her home COULD look like if she renovated it and has an image in her head of the type of aesthetic she wants to achieve.
She is going through a mini mid life crisis of needing to redecorate her home.

Dream state
- Have a beautiful new area rug that perfectly matches the vision she has in her head for her home.
- Bring visitors, friends and family members over for dinner and get lots of compliments on her new rug - STATUS
- Feel important and excited again, feel happy with how her home looks.

Where I want them to go?

- I want them to order the product

3 levers of success - Current
- Pain/Desire - 4.5/5
- Belief - 5/5
- Trust - 4/5

Problem
- She isn't sure which rug she should buy - which one will give her the most status and get the most compliments from other people.
- She can't physically feel and touch the product which would help her make a much more informed and confident buying decision. She wants to get a better feel for what the product will be like in person. She has unanswered questions about the texture and quality of it.

Solution
Reassure her that by purchasing our area rug she will get more status and compliments than if she decides to buy any other area rug on Amazon.
Answer her questions about the quality of the product and make her believe it will live up to all her expectations in person.
Help her get a better feel for what it will be like in person (how it will feel etc)

Product
- A beautiful Area rug that comes in four sizes to fit any space or room in the house.
- Modena design - inspired by the Italian city of Modena
- Washable material for easy cleaning
- Non-slip back for safety and to stop it annoyingly skidding across the floor
- 100% polypropylene (the best material for rugs due to its quality)
- Soft feel/texture
- Won't arrive creased

What are the steps?
Objective = purchase and order our area rug
(Remember - right now she is just finished looking at the product images and is now looking at the product bullet points for more info)
1. First impression
    a. The first bullet point needs to grab her attention. Needs to be disruptive
        i. Use a story or something exciting she didn't expect to see on Amazon. She has probably read hundreds of other product

descriptions. I need mine to stand out, break the boring pattern. Also use some emojis for visual storytelling.

2. Keep her attention
   a. Do this by answering relevant questions/concerns she may have.
      i. She is reading these bullet points for a specific reason - she is looking for a reason to BUY. Give her this reason, the final nudge over the edge.
3. Respond to and handle any objection
4. Make her feel like this doormat is specifically for her.
   a. Resonate with her current situation (e.g. "perfect for a home renovation" or "perfect for moving house")
   b. Use the same type of language that she uses
5. CTA
   a. Remind her to actually BUY. Don't let her decide for herself, make the choice for her
      i. End with saying "**Add to cart now**"

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5) What are the things they need to go through (thoughts, emotions, sensations, imaginations) in order to make them take this defined action?

<u>Product Bullet Points:</u>

DESIGNED TO IMPRESS ✨ - With inspiration from Modena, Italy, this traditional style has become popular all across Europe. With a beautiful design that's ready to become the spotlight of any room in your home, you can expect handfuls of compliments from all your visitors, friends and family!

SAFE & SECURE ✅ - No more slipping or sliding! Our rug's non-slip backing keeps it firmly in place, providing stability and safety in your home, and making it ideal for busy households with kids or pets.

EFFORTLESS CLEANING 💧 - Say goodbye to tedious cleaning with our Modena area rug. Machine washable and resistant to wear, it maintains its pristine look with minimal effort. Simply shake it, wash it, and let it dry.

EFFORTLESS CLEANING 💧 - Our easy to wash Modena area rugs ensure spills and stains are no longer a hassle without tedious amounts of cleaning. Simply shake it, wash it, and let it dry. It maintains its colour, softness and pristine look through every wash.

PERFECT FIT FOR ANY SPACE 🛋️ - Whether it's a cosy corner or a grand living space, we have the perfect rug to brighten up your home. Coming in four different sizes, our area rugs fit flawlessly into any room of the house.

SOFT, COSY & DURABLE 👣 **-** Rest your feet in the warmth & softness of our irresistibly plush Modena rug. Made with 100% polypropylene, its gentle & cosy texture plus exceptional durability ensures it stays beautiful and comfortable for years to come, no matter how busy your home gets.