

context:

My potential client is a thobe business, their product is unique to them, it's aimed at western arabs/muslims, they spent 12 months creating/designing their product. It's a thobe designed for outdoor wear.

Their instagram is <https://www.instagram.com/arpa.archive/>

Their Tiktok is <https://www.tiktok.com/@arpaarchive>

1. Who am I writing to?

I am writing to Ahmed, a male Egyptian muslim, he's 19 years old. He grew up in the UK, western country. He never grew up wearing thobes, he wore them on special occasions only. He wants to start wearing them, but all thobes are designed to be stay-at-home garments, and not something he personally thinks he can wear outside.

2. Where are they at right now?

He's given up on the fact that they'll never be able to wear thobes outside and represent his culture proudly. He remains insecure about his culture. He thinks only muslims and people of his culture can wear thobes, but that's simply untrue.

3. Where do I want them to go?

I want him to wear one of my client's thobes proudly in public with his friends. I want him to influence his friends just by wearing a thobe consistently. I want him to get complemented by random strangers because of his different clothing. I want him to embrace

his culture. I want his family to be proud of him for making such a brave decision as he's quite a shy and insecure person.

4. What are the steps I need to take to get them to where they need to go?

I need to shift his beliefs to believe that thobes are not stay-at-home garments, and that even people outside of his culture can wear thobes, making the idea of wearing a thobe in public more comfortable for him. I can also influence him by talking about his family, as he values his family greatly. I can use one of his pains of not being able to fit in with his culture at family meetings. I can create imagery in his head about people complimenting his clothing in the street.

Thobe copy -voiceover/tik tok video with background videos, can also be used in a normal post or in website.

The safest way to embrace your culture

From cowering behind my book in a school class, terrified that my name would be read out loud, to proudly wearing a thobe in public, I used to be hesitant about my name being read in school. I used to think being different was embarrassing, which is extremely untrue.

The quickest and safest way I embraced my culture was by making a simple change in my outfits. I started adopting more and more

garments, and that's when I realised that almost all thobes are only intended for home use.

At Arba Archive, we've designed our thobes for any public occasion by combining generations of culture with the modern world. Now, wherever we go, we can't even avoid curious strangers complimenting our unique design on such a powerful cultural outfit.

For as little as £40, you can jumpstart your cultural journey today!

Personal analysis

I need to find a way to target their pains and desires in a more compelling way. I can do this by researching my market more.

I also need to use less words in my copy, my copy needs to be shorter and get the point across faster. I can do this by using chat gpt or getting my copy reviewed by some students in the copy analysis section.

I need to describe the “cultural journey” at the end in a different and more exciting way. I can do this by analysing copy using the general resources section.

There's a better way to structure the first paragraph, it might not make sense, i can fix this by trying out different ways to say it or use chat gpt to fix the comprehensibility of this paragraph

There might be a bigger pain to hit. To fix this, I can update/improve my market research and look at their biggest pains from people oversharing online.