

Instruction

Business:

- Innovative and Futuristic Speakers and Earbuds
- big touch of Cyberpunk
- each product has its own story and personality in the world he created for him

Business Advantages:

- unique business idea
- high-quality products
- giant fanbase (nearly 100k followers on IG)
- products have their own story

Avatar:

- mostly gamers
- also, everyone who is interested in cyberpunk and futuristic products
- great gaming gear cause of the high quality and unique look
- mostly found on social media cause nearly no one search for this in specific or know that something like this exists

Pain and desire Avatar:

- searching for something to level up their gaming gear
- want something that brings “color” to regular nine o five life
- want to be special

Dreamstate:

- want to brag about the next party with the speakers
- have something no one other has
- want to feel a futuristic life
- have a little companion

Improvements I can make:

- Rewrite Adverts on IG and Facebook
- rewrite the welcome email sequence to make it more engaging and more curiosity into it
- also, write some follow-up emails

SL: I thought that would be the End.

Hey Yong,

Robots with personality? I always thought that would end the human race

Reading the heartfelt story of the embodiment of life and hope known as Tifa shows that we could live in harmony with Robots.

Jokes aside, reading the little stories around your products, especially from Tifa, profoundly resonates with me because if we need one thing today, it is hope. [G's: too dark/melancholy?]

I discovered your website by going through your Instagram Page and recognized that it could get more of your engaging writing.

Resonating with their feelings, you can grab the reader's attention by creating curiosity and giving them a dopamine surge.

Showing them that an average product, like a speaker, can be unique and outside the normal will lead them to your website. [G's: I am unsure if this sounds clunky and confusing. English is not my primary language, so I would appreciate feedback about this passage.

With this in mind, I brainstormed and wrote you two examples of a social media post below that you can use to ignite the spark of curiosity in the reader's mind.

Did I match your voice?

Bests,
Lucas

Ig Posts:

Tired of boring speakers?

Then you are at the right place.

Imagine having more than just a regular speaker who makes music.

Imagine a companion you can take overall with you.

A companion who stands outside of the average,

with its own story and personality.

A Story that is both **heroic** and **tragic**.



Want to discover the full story? Then click the link and get your **Mars Pro speaker**.

IG Post 2:

Do you know what happens when a star dies?

He collabs and blows up in a massive explosion,
his remains give life to his environment by creating new planets.

This process is called Supernova.

Inspired by this event and his ability to change the environment,
we create our newest speaker to bring life to your daily habits.

Click the link and let your surroundings flood with life.

→ Supernova Speaker

