

Market research

Who am I writing to?

Photographers and video makers that are good at getting angles, but need to improve with their editing skills.

Who is my avatar?

Name: Aristotle

Age: 46

Passions: Videoing wildlife in spare time.

Job title: Cameraman and editor for hire

Strengths: Maintaining a steady hand when recording.

Weaknesses: Putting together seamless transitions and hooks that keep the viewer engaged.

Email: 2

Subject: Sick of being jealous of your competitors' editing capabilities?

Greetings, [Customer name]

So, you've signed up for this newsletter knowing full well that I have the value that you need, right?

Whether you are looking to improve your skills for your hobby or profession, I know, through several years of curated skills, how to enhance your skills at hand to blow minds with your final product.

So, let's get started! In this newsletter, I will be sharing teasers of the lessons provided in my courses, on how to create amazing projects, for those of you who are not quite ready to purchase my services yet. Stay tuned for upcoming newsletters and let's embark on this journey of skill enhancement together!

Stay tuned, [Owner's name]

Copy analysis:

Personalized greeting creates a sense of a 1-to-1 connection.

I acknowledged directly, the readers' initial interest in the email, then solidified their hope of the value it holds for them.

Anticipation is created by providing "sneak peaks" of the paid-course content.

A stronger closing could be implemented, perhaps providing an indication of when the next letter will be sent.