

Some things from their website

reasonably-priced stretch jean that we could comfortably wear all-day every f#!king day - whether working at the office, lounging on the couch, watching tv, busting olleys in a skate park, salsa dancing, squatting at the gym, squatting on the toilet, doing yoga poses, dunking a basketball like Bron Bron, sprinting full speed to the bar to grab a beer then getting too wasted and balling out Coyote Ugly style, etc.

Pains

Pains in skinny jeans

Uncomfortable to wear

Difficult to put on and take off

They can be restrictive and limit your movement

They can be hot and uncomfortable in warm weather.

Ripping

4 questions

Target market → Man who are tired of wearing skinny jeans

2. Where is my reader right now? → Scrolling through social media wearing his skinny jeans

3. Where do I want them to go?→ With the copy click the link in the bio

4. What do they need to see, feel, and experience to get them there?→

See: See something funny (their marketing/ads are memes)

Feel: Feel that the (HSO) is related to them

Experience: Experience a quick laugh and relatedness

Current State

Uncomfortable to wear

Difficult to put on and take off

They can be restrictive and limit your movement

They can be hot and uncomfortable in warm weather.

Ripping

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- Dream State
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Comfortable jeans

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Roadblocks

Don't know that these "perfect jeans" exist

Competitors are much more expensive

Solution

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- “If they <insert solution>, then they will be able to <insert dream outcome>”

If the start wearing the perfect skinny jeans then they will be able to never have a complain about wearing skinny jeans

Product

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- How does the product help the reader get the result with less effort or sacrifice?
- Jeans are true to size
- No need to be skeptical they have 20k 5-star reviews

P.S The whole marketing, ads, social media, website has memes(something funny)

For example Not Seen In



HSO POST



After so many pairs of skinny jeans that made my nuts tight and made me walk like I had a disability, I finally found the perfect jeans.

Years of struggle with jeans, wrestling to put on and take off, awkward movement, sweating like I'm in the Sahara desert 🌵

One day I was scrolling through social media and discovered "The Perfect Jeans" at that moment I had 2 options...

Scroll away and continue with my annoying jeans.

Or, buy a pair of "The Perfect Jeans" and wear them wherever I want.

Doing lounges in my living room? No problem

Thankfully, I made the right choice as you can see in the picture 🙌

Save your nuts and gain uninhibited confidence around women by clicking the link in bio!