

#### Avatar:

Earl, 32, is a novice rower and is interested in learning how to do so effectively in order to row a boat around in the river. Earl likes the view of rivers and wants to move around the water but does not know how to properly row the boat. He seeks guidance to do so. He currently works as a business owner that sells clothes so since he works on his own schedule and has money, he is very flexible to practice rowing a boat and has money to learn from someone.

#### Current State:

Earl wants to know how to properly row a boat and is interested in going around a river. He struggles to move the boat around and can't seem to control where he is going which frustrates him because he really wants to explore around the river. He has a fond love for river scenery or lakes and wants to move around not just this river but multiple water areas to discover. He seeks to do so by finally learning how to properly row a boat.

#### Dream State:

Earl is able to explore the rivers or lakes with his boat and go around the area and enjoy the scenery. He is able to properly row the boat effectively with ease like its instinctive no longer thinking how difficult it is. Earl has become an explorer in the water and is happy to be able to finally do so.

#### Roadblock:

Earl's a rookie when it comes to rowing boats so it comes to no surprise that his technique is awful. He needs to adjust his form, which according to aram the #1 reason most beginners have is they don't use their pelvic mobility.(hips)

#### Solution:

Earl gets a guideline or tutorial that shows him the proper technique on how to row a boat and use his hips more when moving forward and backward. Earl is able to learn the basic guidelines of rowing through doing continuous reps of the fundamental movements

#### Copy purpose:

He has an email list to subscribers which he can use to communicate with them. This copy will be used to help persuade new subscribers that his basic beginner membership program is going to help them row the boat definitely.

Email

Subject Line: The Novice's Approach To Row Your Boat Smoothly

Hey there Earl,

Are you dying to explore the most beautiful lakes?

You love the vibe of an aquatic landscape where you're eager to move around and you consider the funny thought of swimming around all day.

But, you realize that doing this would be tiring and enjoying the view would be difficult. Thus, your only option is to use your boat effectively.

The problem is that you can't row your boat properly and might end up being stuck in the middle of the lake for hours with nowhere to go.

If you badly want to go around the lake though then you need to get over the hump and control the boat easily

A common mistake of beginners is where you move your hips awkwardly while rowing. Then you need to fix this and make sure you're doing it correctly by clicking the link below.

[Click here to master control of your boat to venture the river panorama](#)