

- PAS
  - Problem - describe a pain point that the recipient has
  - Agitate - elaborate on the problem and show the effects
  - Solution - provide a solution for the problem

Email

Subject Line: Your Room Transformation Awaits!

Are you fed up with the sinking feeling in your stomach when you check your bank balance after investing in a product that promises the world but delivers disappointment?

How many times have you excitedly placed a new item in your room, only to walk out in devastation, realizing it was a bad investment?

Imagine the disappointment as a family member enters your room, noticing the regrettable addition.

What if you could relish the satisfaction of a purchase that not only meets your room's needs but proves to be a wise investment over time?

Picture this: a room filled with an artifact that not only enhances the aesthetic but elevates the entire, making every penny worthwhile.

Do you want to continue with goods in your room that leave you feeling unsatisfied?  
Or are you ready to make a smart investment in your room's transformation?

The choice is yours.

**TAKE THE STEP TO BUY OUR CUSTOM RUGS!**