

**100 squats** <https://rumble.com/v4rhdo9-squats-100.html>

### **Funnel Stage:**

This email is selling an HVAC preventive annual maintenance plan to people who know the company. They have already purchased from us in the past. They gave us their emails and we can send them emails now.

This is a not tested sample email. It is the 6th email in a 7 day email campaign. The purpose of the first 5 days/emails is to increase trust and the awareness of how important it is to take care of your HVAC system through value emails. This one is supposed to sell.

### **Awareness:**

Mostly product aware

### **Sophistication:**

level 4-5

## **AVATAR**

### **1. Who am I writing to? Who is my avatar?**

Profile Name: Jessica Martin

Demographics: Jessica is a 38-year-old homeowner living in Houston, Texas. She is married, has two children aged 8 and 12, and works as a project manager in a mid-sized tech company. Her household income is approximately \$65,000 per year.

### **2. Where is she now?:**

Emotionally: Stressed and frustrated. The Texas heat is relentless, and her air conditioner keeps malfunctioning, making her home uncomfortably hot. She worries about the impact on her family's health and well-being, adding to her anxiety.

Mentally: Feeling overwhelmed and time-strapped. Between work and kids, finding time to research and schedule an HVAC technician feels like an impossible task. She fears getting ripped off by unreliable companies.

### **Problems:**

- Inefficient and malfunctioning AC unit leading to discomfort and potentially higher energy bills.
- Lack of time and knowledge to research.
- Fear of being overcharged or misled.

### **Dreams:**

- A cool, comfortable, and healthy home environment for her family.

- Peace of mind knowing her HVAC system is functioning properly and efficiently.
- Time and energy to focus on what matters most – her family and career.

### **Roadblocks:**

- Time Constraints
  - Balancing work, family, other responsibilities
  - no time to research, schedule consultations, and oversee the installation process.
  - procrastinate on addressing issue
- Financial Constraints
- Fear of Making the Wrong Choice

### **Solution**

Increase desire and lower cost (from 3-4 to 8)

- agitate problems
- picturing dream state
- compare size of her problems with actual price of the plan

Increase the level of believe in the plan, that it will actually work, save money, increase longevity of her system (from 2 to 8-9)

- compare size of her problems with actual price of the plan
- details about how it will help her
- social prove

Increase the level of believe in the company (from 7 to 8-9)

- social prove

### **3. Desired Actions:**

Click on a link at the end of the email and get on a LP

### **Copy :**

SL: The truth about your AC & Heating system

Hi [Customer Name],

Throughout this week, we've shared some easy DIY maintenance tips to keep your AC & Heating system running smoothly.

But if you want to be 99% sure that you're not missing the small hidden gremlins, lurking, waiting to hit your comfort (and bank account) where it hurts...

and don't want to spend more than 12 months to become an HVAC expert technician...

We've got you covered with our Annual Preventive Maintenance Plan.

For less than the cost of a Netflix subscription, you can have a team of professionally trained technicians look after your home AC & Heating system twice a year.

Opt in for a maintenance plan is the easiest and proven way, if you want to experience a worry-free AC & Heating system while saving a bunch of time and money.

See what Jessica says...

“Before discovering AC & Heating Tech's annual maintenance plan, managing HVAC issues was a headache...Since then, life has been smoother...”

Use this maintenance plan as the most affordable tool how to...

✓ Extend systems life by years, prevent costly breakdowns and save money down the road.

✓ Ensure a safe AC & Heating system, protect your family, and minimize the chance of emergency repair headaches.

✓ Improve indoor air quality and breathe easy without dust, allergens, and pollutants in your home.

✓ Experience significant Eco-Smart energy bills savings.

PLUS you will also get

Priority service over non-plan customers

10% Parts Discount

10% Off Any Service Charges

for an even bigger piece of mind and even bigger savings.

Don't miss out on the benefits enjoyed by more than 577 of your neighbors.

Click [HERE](#) to find out more.

### **Analysis:**

- Not sure if the pain is agitated enough
- The flow seems to be a bit disrupted at these places and I don't know how to make it right.