

The 4 Questions:

1 - Who am I writing to? Who is my avatar? Who is reading this copy?

I'm writing to individuals with all types of lifestyles, both men and women in their 20s to 50s. They are in the lower and mid class. These are normal people that just need a kick to start up their day working a busy 9 to 5 .

2 - Where are they now?

Emotionally and mentally, they are busy with everything around them, their jobs, careers, Familie.

3 - What actions do I want them to take at the end of my copy?

At the end of the ad, the action is for them to click the provided link and purchase the monthly package.

4 - What must they experience inside of my copy to go from where they are now to taking the action I want them to take?

They must resonate with the emotion that they are missing out and that this is something they really need.

MARKET AWARENESS

	PROBLEM	YOUR SOLUTION	YOUR PRODUCT
Level 1 - Problem Unaware	✗	✗	✗
Level 2 - Problem Aware	✓	✗	✗
Level 3 - Solution Aware	✓	✓	✗
Level 4 - Product Aware	✓	✓	✓

They are at level 3

By the way, the image is from Google. We still need to obtain the image from the client.

Ps: I am using what I learn from professor arno keep it easy don't make it that complicated

With our weekly package, you get warm coffee without stepping out of the comfort of your home.

Do you find yourself always empty on the coffee beans or coffee filters at the wrong time ?

With our weekly coffee package, you don't have to worry about that anymore.

You will get your weekly fresh coffee beans with FREE coffee filters.

So, do you want to never run out of coffee? [Click here](#).

