

Video Payment: <https://rumble.com/v476n36-pushups-in-the-snow.html>

What am I selling?:

Powder Hound Dog Jacket

<https://ruffwear.com/products/powder-hound-jacket>

This is an example copy I wrote based on the jacket from Ruffwear. It is part of a weekly email newsletter, informing the readers about a new product launch.

Who am I writing to:

- Demographics: They live in the northern US, mostly women, or men who really love their dogs. 30-45 years old. Occupation: Not specific. Income level: mid-high class, poor people wouldn't have the money for this or a dog.
- They would understand the fancier words like "High-Loft Polyester" because they are into hiking with their dog and the Ruffwear brand.
- They have done their research on gear for their dogs

Where are they now:

- They really love their dog. They have bought Ruffwear products before, and are looking for ways to help their dog be more comfortable
- Most of them are hiking in the mountains, so they need something to ensure their pet is warm, even when it's below zero. Some people go skiing with their dogs, but most of them are going hiking.
- They opted in to the email newsletter. They signed up for it at the bottom of a Ruffwear page.
- After they signed up, they went through a normal welcome sequence. Then they were shown a few of the newsletter emails.
- The newsletter emails include new product launches, special promotions, and tips on how to keep your dog healthy.
- They've been introduced to Ruffwear, a company that specializes in outdoor adventure equipment for dogs. They sell items for cold weather, water activities, camping, backpacking, skiing, running, biking, travel, summer, and daily life, but mostly the high adventure stuff.
- Most of them have multiple dogs
- Their dogs love playing in the snow, but they get cold too easily

Where do they want to go:

- They want their dog to be as comfortable as possible.
- They want to go hiking with their dogs in the mountains
- They want to bring their dog on the high-adventure hikes they go on

- Some of them want to bring their dog skiing, but most just go hiking
- They want to let their dogs play in the snow on the hike, but most keep them on a retractable leash.
- They want to go hiking in the dark, but their dog isn't visible in the darkness
- They want to go backpacking with their dog, but it is too cold and dark

What is stopping them:

- The weather where they want to go hiking is too cold for their dogs.
- The mountains are too cold, plus the snow makes their dog even colder
- The snow is getting their dog wet, which makes them colder and more miserable
- They can only ski in the snow, but the dogs can't be in the snow because it is too cold
- Their dog isn't able to handle the below freezing weather.
- The darkness is stopping them from seeing their dogs, so they can't bring them on overnight trips
- The fear of their dog getting hypothermia from being out in the cold for too long.

Roadblock:

- The weather where they want to go hiking or skiing is too cold for their dogs
- Their dogs are getting wet from the snow
- Darkness, they can't see their dog
- Hypothermia, frostbite and sickness from the cold and wetness
- Their dog not having fur thick enough to protect from the cold

Solution:

- The jacket, it is Form Fitting with sleeves and a zippered closure for core heat retention
- High-loft polyester insulated upper and belly panels provide warmth
- Shell fabric with DWR (Durable Water Repellent) finish sheds light moisture
- Articulated stretch StormSleeve™ seals in warmth and maintains freedom of movement

Avatar:

Samantha is a 32 year old woman who loves her dog deeply. She lives in Philadelphia, Pennsylvania, where the weather is very cold. She works as a graphic designer, and her husband is an engineer. She has bought one ruffwear harness, leash and collar for each of her two dogs. One of her dogs is a 3 year old male Boxer, and the other is a 6 year old female Great Dane. She likes going hiking in the Appalachian mountains, but she is afraid her dogs might get hypothermia.

Subject Line: Your dog's warmth awaits!

While it may be tempting to go out for a hike with your dog, beware of the dangers of hypothermia.

Taking your pup out to play in the snow unprotected can be a death sentence.

The cold temperatures mixed with the wetness of snow could potentially injure your dog.

But don't worry, instead of keeping them inside all winter, keep them toasty with a Powder Hound Jacket.

We've developed not just a piece of gear...

...But a warm embrace for your pooch - designed specifically to keep your dog safe and warm on whatever adventures you go on.

Complete with a durable water repellent finish, you'll ensure your pup stays warm, safe and dry, this winter.

And instead of the shivering discomfort your loyal companion endures in the biting cold...

>> You can click [here](#) to see the warmth, the coziness, the joy restored in your pup..

P.S. - We only have 13 of these left in stock, if you want to secure your pup's warmth and safety this winter.

-Ruffwear Team

Personal Analysis:

- Better transition when I say there are only 200 left in stock
- Repetition of the words 'safe' and 'warm' (I checked out the FAQs that Thomas left, but they both lead to the same FAQ, which was a

message about funnels. So I went to one of the links and I've started the email copywriting course)

- Use more emotion in the hook/intro