

Avatar

Name: Jon Bennett

Age: 29

Description:

Jon is a 29-year-old enthusiast and aspiring photographer based in a vibrant city. He works as a waiter in a popular cafe in Manchester. However, his true passion lies in capturing moments through his camera lens.

Appearance:

Jon has a laid-back artistic demeanour that reflects his love for photography and art. He is well groomed and has a tousled hairstyle, often wearing vintage clothes like Carhart and Wrangler or something from a thrift store.

Personality:

Jon is introspective and his passion for photography is fueled by his deep appreciation for emotion and storytelling. He is friendly and approachable, but at times, he can be reserved, especially when stepping out of his comfort zone.

Hobbies and Interests:

Photography is Jon's foremost passion, and he loves exploring various styles, from street photography to capturing landscapes. In his free time, we can find him strolling through the city streets or nature trails, camera in hand, searching for that perfect shot.

Challenges:

While Jon is passionate about photography, he struggles with shyness and often hesitates to approach strangers to take their photos. He sometimes doubts whether he has the right camera equipment to achieve his artistic vision, causing moments of self-doubt. Additionally, the sheer number of photos he has collected over the years leaves him feeling overwhelmed, as he yearns for a deeper purpose behind his shots.

Aspirations:

Jon dreams to find profound meaning in his photography, evoking emotions and connecting deeply with the world. He seeks self-expression and fulfilment, focusing on leaving a lasting impact without aspiring to be a full-time professional. His journey centres on uncovering beauty in each frame, growing as an artist along the way.

Inspirations:

Jon seeks guidance from non-mainstream photography channels that focus on the art and essence of photography rather than just flashy techniques.

Welcome email #2

Idea:

The first welcome email was written in a way so the reader gets to know us (my prospect). Now in the second email, the idea is to build some intrigue around a common problem the avatar is facing, so he would be intrigued to read the next email, while also trying to soft-sell the product we are selling.

SL: The Struggle of Being a Street Photographer 📷

Hey <Name>,

"Today I will practice my photography skills."

That is what you said to yourself with determination.

BUT...

When the time comes, you just can't bring yourself to actually do it.

Finding motivation becomes a challenge.

You contemplate whether you should go or not.

Then the negative thoughts start to creep in.

You remember all the unpleasant interactions you've had.

The past few photography attempts didn't yield any special pictures.

And as a result, your desire for staying indoors dwindles—you convince yourself to go out tomorrow instead.

Yet, when tomorrow arrives, the same cycle repeats, and you just can't seem to enjoy photography anymore.

It feels like just another chore.

You start questioning whether your photos are special or if you're just wasting your time.

Well, I want you to know that almost every street photographer has gone through this phase, including me!

So, there's no need to worry.

Would you like to know how to get past this?

If so, in the next message, I will share with you everything about how to overcome this slump and regain your photography passion.

Best regards,
George

P.S. I understand the time-consuming nature of photo retouching. That's why I've created [these presets](#), so you can focus on practising your photography skills.