

AWAI WRITING CHALLENGE – judged by email writing legend Nick Usborne, spring 2020

Scott Geesey, Spring Mills, PA

One of three winning entries among over 500 participants...

The fictitious product name is: MyBlender Pro.

Target Audience: Homeowners who care about making nutritious smoothies at home, with a minimum of fuss ...

Product: This is a compact personal blender with a sleek design (and then details...)

In this case I went for a main pain point of making smoothies at home – too much work and too much mess...

HEADLINE: Superfoods in seconds without the fuss

(picture of the blender)

You want to eat healthy but it's such a hassle. Not anymore...

Introducing MyBlender Pro.

Make nutritious, delicious smoothies with the push of ONE button.

MyBlender Pro's specially designed blades extract every flavorful drop of nourishment in each tasty serving, from fruits and roots to seeds and veggies.

It's load, blend and enjoy, all done in your easy to use smoothie cup. And cleanup is a breeze.

Let's meet your stylish new super health machine...

(link to landing page)