

Full-Funnel

SaaS

Direct Response

FlowMind AI

Spec Copywriting Case Study

Full-funnel direct response copy for a SaaS productivity platform — cold email, landing page, Meta ads, Google ads, and video script.

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Audience

Primary persona: remote professionals, freelancers, founders, and consultants — highly capable but chronically overwhelmed. The core tension is not a lack of productivity tools. It's the inability to decide which task deserves attention right now.

Core Insight

The productivity SaaS market is saturated with task-capture apps. FlowMind's differentiated angle: the problem isn't collecting tasks — it's prioritizing them. This reframe shifts the category from 'another to-do app' to 'an AI priority engine.'

"The problem isn't collecting tasks — it's prioritizing them."

Why Two Cold Email Approaches

Two distinct prospect psychologies exist in this audience:

- Pain-aware prospects already know they're overwhelmed. They respond to direct pain identification. → Email #1 is pain-driven.
- Skeptical prospects don't believe they have a tool problem — they need a reframe first. → Email #2 opens with a counterintuitive truth before introducing the product.

Landing Page Framework

Section	Job to Do
Hero	Make the emotional problem undeniable
Section 2	Validate the reader — 'You're not lazy. You're overloaded.'
Section 3	Introduce product through outcomes, not features
Section 4	Benefit bullets + social proof layer
CTA	Reduce friction — lead with 'free' + action verb

Cold Email #1

Pain-Driven

Approach: Lead directly with the pain. The reader already knows they're overwhelmed — name it before introducing the solution. CTA is short and confident, not begging.

SUBJECT

You finished the day. The important work didn't.

BODY

Hi {{First Name}},

Quick question.

Have you ever finished a full day of work and still felt like the important tasks never moved?

Most productivity tools help you collect tasks.

They don't help you decide what deserves your attention right now.

That's where FlowMind AI is different.

Instead of adding another dashboard to your day, FlowMind automatically prioritizes your tasks, builds a realistic plan around your deadlines, and protects focus time so important work actually gets done.

No complicated setup.

No endless task sorting.

Just clear priorities and focused execution.

Worth a quick look?

Best,

Afreed

Cold Email #2

Curiosity-Driven

Approach: Open with a counterintuitive reframe. Earns attention from skeptical prospects before the product is even named. Closes with a specific, vivid outcome rather than vague benefit language.

SUBJECT

The real productivity problem (it's not your tools)

BODY

Hi {{First Name}},

Most people think they need better productivity tools.

Usually, they need better priorities.

The average workday is full of messages, meetings, notifications, and constant context switching.

So the question isn't:

"How do I get more done?"

It's:

"How do I know what matters most?"

FlowMind AI answers that question every day.

It turns messy task lists into clear priorities, realistic schedules, and distraction-free focus sessions — so by the time you close your laptop, you've finished the work that actually moved the needle.

Interested in seeing how it works?

Best,

Afreed

Landing Page

Full-page copy flow

Hero

Your Day, Finally Under Control.

Stop juggling tasks. Start finishing them.

FlowMind AI transforms overwhelming task lists into clear priorities, realistic daily plans, and distraction-free focus sessions.

[Start Free]

Section 2 — Emotional Problem

Busy All Day. Still Behind?

Your inbox grows. Messages keep coming. Meetings steal your best hours. And by evening, the work that actually matters is still waiting.

You're not lazy.

You're overloaded.

FlowMind AI helps you cut through the noise and focus on what moves the needle.

Section 3 — Features

Meet Your Personal AI Productivity Coach

AI PRIORITY ENGINE

Know exactly what deserves your attention first — and why.

SMART DAILY PLANNING

A realistic plan built around your deadlines, workload, and available time. No guesswork.

FOCUS SESSIONS

Lock in. Block distractions. Finish the work that matters — without losing your train of thought.

AI ASSISTANT

“What should I work on next?” “Break this project into steps.” “Help me re-plan my day.” — Get instant answers.

Section 4 — Benefits

What Changes With FlowMind?

- ✓ Less overwhelm
- ✓ Fewer missed deadlines
- ✓ More uninterrupted work
- ✓ Faster decisions
- ✓ Visible daily progress

Section 5 — Audience

Built For People Who Wear Too Many Hats

- Remote professionals and freelancers
- Founders and consultants
- Anyone running projects, clients, and life from the same laptop

Closing CTA

Stop Planning Your Day From Scratch.

Let AI organize your priorities, protect your focus, and help you finish what matters.

[Try FlowMind Free]

05

Meta Ads

Facebook & Instagram

Ad #1

PRIMARY TEXT

Your task list isn't the problem.

Your priorities are.

FlowMind AI turns overwhelming workdays into clear priorities, realistic plans, and focused execution.

Know what matters. Start faster. Finish more.

HEADLINE

Stop Guessing What To Work On

CTA

Start Free

Ad #2

PRIMARY TEXT

You're not unproductive.

You're just working without a priority system.

FlowMind AI tells you what to work on first, builds your day around your actual deadlines, and protects the time you need to finish what matters.

Less deciding. More doing.

HEADLINE

Work Smarter. Finish What Matters.

CTA

Try FlowMind

06

Google Search Ad

Search copy

Headlines

AI Priority Engine for Busy Professionals

Plan Your Day In Seconds

Stop Feeling Overwhelmed

Focus On What Matters Most

Your To-Do List Has a Priorities Problem

Descriptions

Turn messy task lists into clear priorities and focused action.

Build realistic daily plans. Stay productive without burnout.

15-Second Video Ad Script

Motion / Paid Social

Structure: Pain (0–4s) → Product in action (4–10s) → Outcome + CTA (10–15s)

SCENE 1 | 0–4S

Visual: 25 browser tabs open. Notifications everywhere.

“Busy all day... but somehow the important work never gets done?”

SCENE 2 | 4–10S

Visual: FlowMind prioritizing tasks and creating a clean schedule.

“FlowMind AI automatically tells you what matters most, builds your day, and protects your focus.”

SCENE 3 | 10–15S

Visual: User completing tasks with calm dashboard.

“Less overwhelm. More progress. Start FlowMind free today.”

Let's work together.

This is a spec project. All copy was written from strategic research and direct response principles — no brief, no client, just craft.

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