Field Notes Studio

Practice product brief / fictional business

FICTIONAL WORKSHOP

From interview notes to customer insights.

AUDIENCE

founders who have interviewed customers but have not organised their notes.

OFFER

a 60-minute online workshop. Participants bring one interview transcript and leave with a simple evidence table and three questions to investigate next.

TONE

calm, practical, specific. No hype or guarantees of growth.

CAMPAIGN GOAL

invite interested readers to review the workshop details.

DELIVERABLES

three emails (introduce / explain / invite), each with a subject, a body under 120 words and one call to action. With permission, save as three separate Gmail drafts with no recipients. Do not send.

HUMAN STEP

the participant opens Gmail Drafts, reads all three and edits the promise or tone. The assistant stops after saving. Run once; no schedule or reply loop.

MISSING ON PURPOSE

date, timezone, price and approved booking link. Ask for these rather than invent them, or keep clearly marked placeholders for practice. The intended reader segment is the audience above; no mailing list is needed.