

Context:

I'm working for a dropshipping makeup brush cleaner brand, I've done 2 hours of niche domination and 1 hour of avatar research.

Their Instagram- https://www.instagram.com/ciel.beauty_/

1. Who am I writing to?

I am writing to Lilly, she works a 9-5, wears a lot of makeup (not very beautiful), and tries to sacrifice a lot of her leisure activities to clean her high multitude of makeup brushes constantly.

2. Where are they at right now?

She is always late to everything, she can't sort out her routine every day, and she says to herself "If only I could have half an hour just to prepare....".She needs something that can free up her time.

3. Where do I want them to go?

I want her to invest in my makeup brush cleaner so that she can commit her valuable time to other things. She does not have 1 hour free to do anything with the help of the makeup brush cleaner, which cleans her brushes in 1 minute.

4. What are the steps I need to take to get them to where they need to go?

I need her to believe that her time is more valuable than the £25 she will spend on my makeup brush cleaner. She must realise this and acknowledge that buying a makeup brush cleaner is a great investment.

4th piece of copy (for tiktok video)

Did you know that your brushes can accumulate the same amount of bacteria as a POLE IN PUBLIC TRANSPORT if you don't clean them every week? 🤢🦠

Why would you want a stranger's dirty hands all over your face, When you can feel the touch of a pristine, fresh brush just by cleaning your brushes?

Our deep-cleansing brush cleaners will ensure that your makeup brushes are spotless within 5 minutes.

You can sit back and relax while your brushes become immaculate and spotless with our cutting-edge technology!

Click the link in our bio to learn more, and clean out your grimy brushes!

Personal analysis

The second sentence can be written more compellingly by using terminology more relevant to my audience. I can fix this by telling chatgpt to rephrase the sentence into 5 different sentences and picking the best one.- fixed

The fifth sentence can be rewritten into a form that can be understood more easily. I can fix this by writing 3 forms of this sentence and picking the best one.-fixed

There's a better way of saying "And clean out your bacteria-infested brushes!" to fix this I can further analyse my competitors and see how they closed their copy with regards to this point.- fixed