

<https://vimeo.com/900548785>

<https://docs.google.com/document/d/10-Uc8-x9pmtkXtqHdkYaKzHHd7yazl5XN25MHIQF9is/edit>

1. What kind of people are we talking to?

- Women adolescents, adults, and elderly
- Geographical location? USA and Jamaica
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2. What actions do I want them to take at the end of my copy? Where do I want them to go?

-
- To get them to order my client's products and tell others about it so she can gain massive attention on all platforms (Instagram especially), then further monetize the attention gained. (on both outfits and bonnets)
- I want them to also be kept up to date on the newest products whenever she creates them; hence, I left the Instagram name.

3. Where are they now? What are they thinking/feeling? Where are they inside my funnel? Etc? (Roadblock)

- They are women looking for a product they can use to maintain moisture and hairstyles overnight to save the time it would take to groom it in the mornings. (so basically, a more convenient way of maintaining hairstyles while looking fashionable.)
- They are looking for a way to maintain their hair for an upcoming event and would like to keep their hair styles looking like it were just done while looking fashionable anywhere (except places where you'd want to look professional, of course)
- They seek to wear bonnets stylish enough to wear around the house or to casual occasions, for example, to a small festival or even to the supermarket.

4. What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What are the steps that I need to guide them through to take them from where they are now to where I want them to go? (Solution)

- I seek to increase their pain of not waking up with good hair and to inform them of the consequences of not buying the products by stating some facts about sleeping on rough fibres and how it can mess up their hair if they do not take action.
- I created step by step using both images and descriptive writing, telling them all that occurs in their lives and how the product can make it better, and also mentioning that they are original designs
- **NOW GET THIS. THIS IS THE MOST IMPORTANT PART.** Then, after intensifying their hunger, I **baited them** by telling them about all the benefits of the product and how it will work wonders for their hair as well as their fashion, and further pushing them towards buying the product by showing them how they take customer requests on the design of the product, which of course is true.

How is my client currently getting attention?

- Organic Social Media Content:

Social: Instagram, 118 followers,

https://www.instagram.com/lisa_barnetic/

Their biggest and only social media platform is instagram

- She does delivery and only uses Moneygram to collect from foreigners in the USA.
- I just realized some of the ads posted was very vague and needed substance
<https://www.instagram.com/p/C1Dx4NWux4k/>

What i want for my client

- Get them up to at least 10k followers in a month and monetize the attention.
- And to open a business account on Facebook and link to Instagram, and to open a TikTok account as well.
- We are going to be working on the Facebook account and linking it to Instagram.

Analysis (for both copy (one ad) and two)

I've crafted two distinct copies for my business, one centred around outfits and the other highlighting bonnets. To enhance the impact, I've incorporated visuals to guide the audience through a step-by-step journey, effectively illustrating the problem and presenting a compelling solution. The copies establish a clear link between the identified pain points and the offered solutions, providing detailed insights into the purpose of each product.

To gather insights on the effectiveness of the first copy, I did another one just like it with a few tweaks and named the first one **Alpha** and the second one **Delta**.

In copy 2, I adopted a persona speaking as if I were my own client, aiming to create a more relatable and engaging narrative, particularly for a female audience since she is a woman and all.

Upon my initial assessment, I find that Copy Two demonstrates persuasive elements with an appropriate level of persuasion, but I also think it may benefit from more visuals and images and stronger hooks to enhance its overall impact. Using Chat GPT as a review tool was very beneficial for refining small details. I humbly await your advice and strategies to amplify the persuasive qualities of both copies if they need more UMPH!.

Copy 1(alpha)

When we sleep, we toss and turn in bed, your hair rubs against the rough, moisture-absorbing pillowcase fibres, which can hinder hair growth. Unnecessary friction between your hair fibres causes tangles and breakage, which ultimately leads to hair damage. Repeated breakage will eventually cause hair to thin, and overall, a Really Bad hair day!

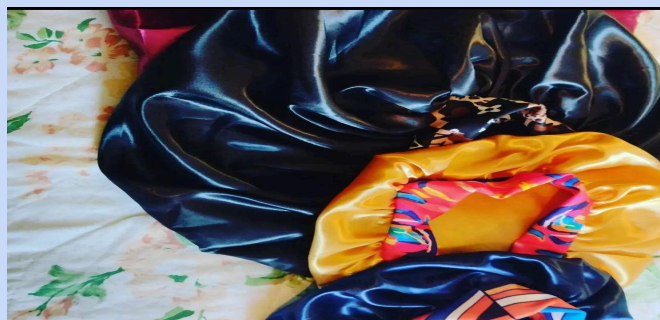


Let's not even think about the amount of time we spend in the mornings grooming our messy and tangled up hair, wasting precious time that we could spend preparing for the day ahead. Most of us even end up late to an occasion or to work because we spend hours trying to make our hair look **"perfect"** or presentable at best. We, Leebarnetic Creation, are here to put an end to this horrible cycle of yours.

Silk and satin-woven fabric are materials that feel softer and less harsh on your hair. These are the best materials since they let your hair retain moisture overnight rather than drying out. Our silk and satin bonnets do just that; you can now wake up the same way you went to bed, without a thought about spending hours grooming your “Bedhead” in the mornings.



Our satin bonnets are available in all sizes, from small to extra large, and are comfortable with adjustable sizes, especially for those with locks or tall braids. The greatest and most affordable option for preventing split ends, tangles, and bedhead roughness are our affordable satin bonnets, which aid in more situations than one.



They simply compliment your lifestyle, whether you're washing your face, indulging in skincare, applying makeup, taking a bath, exercising physically, or handling domestic tasks. You may be wondering, “What makes these bonnets any different from any other bonnets I’ve bought or any of the ones I’ve seen before? Our bonnets are originally designed and come with a uniquely designed band strap you can wear anywhere. From solid colours and mixed match colours to Burberry designs, **WE DO IT ALL!** We even take requests on designing bonnets Guaranteed to turn heads.

If your actually serious about keeping your hair moist and in good condition and want to overcome the struggle of wasting time in the morning, contact us at 876-221-6685 or DM us at



[@lisa_barnetic](https://www.instagram.com/lisa_barnetic).



Copy1 delta

Wake up every morning with the luxury of perfect, untangled hair. Tired of battling

- Knots,
- breakage,
- tangles
- split ends
- and the dreaded bedhead?

At Leebarnetic Creation, we're here to revolutionise your hair care routine and save you precious time each morning.

Our bonnets, meticulously crafted from silk and satin woven fabric, are your secret weapon against hair damage. Say goodbye to being late for important occasions due to the dreadful bedhead roughness. Our bonnets come in all sizes, from small to extra-large, offering adjustable options for locks and tall braids. Our silk and satin bonnets are the ultimate solution. seamlessly fitting into your daily lifestyle.

Our bonnets are not only good for maintaining good hairstyles overnight, NO! With distinctive band straps and a range of designs, from solid colours to trendy patterns, we offer the perfect accessory to express your individuality. Custom design requests? We've got you covered, ensuring your bonnet turns heads wherever you go.

Ready to transform your mornings and keep your hair in top condition while looking stunning? Don't miss out on the secret to hassle-free, beautiful hair!

Contact us at 876-221-6685 or DM us on Instagram at @lisa_barnetic.

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- They are young women under the impression that wearing a certain fashion trend is cool when in truth it does not express their unique style
-

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- They must come to a realisation that fashion trends dont mean its a good look for them, it should let them escape the fashion matrix (lol) and not just be the same as others hence I added that

my client takes requests on any unique ideas for the designing of the clothing.

Copy 2

"Tired of blending into the fashion crowd? Yearning for a wardrobe as unique as you are?" If you are paying for fashion that everyone wears on a daily basis, does it truly reflect the vibrant, one-of-a-kind individual you are?

no right? because you're wearing what everyone else does

Get ready to ditch cookie-cutter fashion and embrace your true, unique style.

As a woman and someone who loves fashion, I understand we are In a world where trends dictate, it's easy to feel like you're just fitting in. But fashion should be an expression of your individuality; the modern fashion industry has become too common and everyone looks the same, with no uniqueness as they are made for everyone.

Fashion should be a reflection of who you are, not a mere trend on social media. It's time to break free from the fashion rut and redefine your style!

For me, it's about expressing your true character, as stylish and unique as it may be, not blending into a crowd like everyone else wearing the same outfit as you are because it's "trendy" on social media.

At LeeBarnetic Creation, we understand the need for fashion that speaks to your unique character. SO! With that being said, are you ready to break the fashion rut with me? Let's reinvent your style for real this time!

Why waste your time buying something like a top that all your friends are wearing, right?

That's not genuinely reflecting who you are on the inside, nor does it identify you as a unique

individual in this world. Fashion should be used to reflect your unique sense of style, a certain flair and elegance, or to be casual and carefree in your own unique way.

We are here to tend to your every request. We do original designs as well as take requests from customers, however outside the box the design may be.

If you want to allow yourself the freedom to be fashionable, allow it to be natural!

Make the easy choice; choose to be stylish.

Click here



[@lisa_barnetic](#) or on WhatsApp (-1-2-3)-123-4567 to order

