

1. Who am I writing to? Who is my avatar?

☰ AVATAR LASHES

2. Where are they now? What are they thinking/feeling? Where are they inside my funnel? Etc

They're on my website, just got sent to it from a link in my bio. They're feeling excited to get a new look and motivated to look gorgeous.

3. What actions do I want them to take at the end of my copy? Where do I want them to go?

I want them to head over to one of the sales pages for one of the services that I'm offering from the homepage.

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?

I need to write in a PAS-structured format.

Pain/Desire - Look better, feel better, for a long time, save time in the mornings with makeup, attract more boys, be complimented and be the centre of attention for a good reason.

Amplify/Agitate - Link to Maslow's Hierarchy of Needs, they need to feel like these treatments are going to help them view life from a different perspective, allow them to partner with any male they want, allow them to make money off of ads, grow their Instagram account, become an influencer.

Solution - Longer lasting makeup, such as lashes, brows, and also non-surgical long-lasting treatments (face lifts, BBLs, microneedling, facial sculpting, etc.) but they should come to us because we care about them and giving them results that they'll remember 20 years down the line. They shouldn't go anywhere else because they won't give you the tailored solutions and the welcoming comfort we do, and they definitely won't produce better results than us.

They need to experience:

- Pain/relief cycle.
- Change of beliefs about how their beauty affects them.
- What other options do they have?
- Why should they choose us?
- Have a reason to trust us

- There is a secret that all the most beautiful women in the world know behind the CTA

Look Better, Feel Better And Stay Better

Do you feel like sometimes, every now and again...

Time gets the better of you?

You're in a rush to work because you snoozed your alarm, getting dressed and doing your makeup at speeds that would even impress The Flash.

Wouldn't it be nice if you could just relax?

No rush, no messing up so you're having to redo your makeup on the way to work in the car.

Just chill, wouldn't that be nice?

Wouldn't it give you that extra 30 minutes of sleep every day that would revitalise your face and stop all the heartbreaking and embarrassing comments from your coworkers and family?

If you want that liberty of time, that relaxing and paralysing comfort you get every night in bed, [click here](#) and we'll get you started.

[CLICK HERE](#)

Peachy Booty

Girl, not only will we give you the most plump, rounded and firm booty (non-surgically) that will turn guys' heads as you walk into a coffee bar to get your morning frappe...

Your Instagram posts will pop off, your coworkers won't be able to stop complimenting you, and you'll be able to pick'n'mix your favourite man to ensure your future's safety and contentment.

[I WANT THAT]

From Princess to Queen

Honey, this is a must-have. Whether you're 20 years old, looking for a job in the new city you moved to or you're a 40-year-old mum with 3 kids and are looking just to spice up your life.

Put it like this - do you think Kylie Jenner, Kim Kardashian, and even Beyonce would be as famous, rich and sexy as they are now if they didn't have this treatment transform them?

This is a character UPGRADE and will shrink your morning routine down to a 15-minute makeup session in front of the mirror just to touch up on some mascara and foundation.

[I WANT THAT]