

<https://rumble.com/v4xring-100-pushups-3.html>

Business objective: make the bio

Potential marketing asset/mechanism: insta Written copy+ short video

## Winners Writing Process

### 1. Who am I talking to?

- a. Women age 14-25
- b.

### 2. Where are they at right now?

- a. scrolling/opened the social media page to see what they have.
- b. Awareness - Level 3 they know perfumes but not this perfume
- c. Sophistication levels - Stage 5 niche down identity Experience (reset by mechanism - i used this)
- d. Current state -
  - i. dissatisfied with what they have, they want to smell good for themselves and the people around them .
  - ii. They want the people around them to ask what this fragrance is.
  - iii. They want a sweet fragrance.
  - iv. They want a long lasting fragrance.
- e. Dream State -
  - i. they smell good ,they and the people around them like it.
  - ii. The people around them asked what this fragrance is?
  - iii. They smell sweet.
  - iv. It lasted forever.
- f. Roadblocks:
  - i. They don't like the smell
  - ii. It doesn't last long or as long as they expect
  - iii. Expensive perfume
- g. Solutions:
  - i. Describe the smell that they will get
  - ii. Say how long our perfume lasts
  - iii. Say that ours is cheaper than the ones on market
- h. Is the value I'm gonna get worth it? : high from the picture

- i. Do I believe the idea will work? : low
- j. Trust? : low

### 3. What do I want them to do?

- a. Stop scrolling
- b. Read the text on the video
- c. Watch video
- d. Read description
- e. come Buy/order product

### 4. What do they need to think/feel/experience, to do those things?

- a. Stop scrolling
  - i. Clearly written text attracting
    - 1. Text Up Yellow collared saying a beast in longevity
    - 2. Down text green plus 10h+ skin 24h+ clothes
  - ii. Colors (background perfumes)
  - iii. Perfume stylish style
- b. Watch video
  - i. Clean transition
  - ii. smooth fast forwarding and slowing down
- c. Read description
  - i. They want to know more
  - ii. They want to know the smell
- d. come Buy/order product
  - i. Discount
  - ii. Limited stock

### 1. Tested my copy

- a. No

### 2. Testing strategy

- a. How fast it gets out of stock

- b. How many People buy in a week
- c. How many People buy in a day

## English version:

Looking for a perfume that's a beast in longevity and smells amazing?

- ✅ Lasts on the skin for 10+ hours
- ✅ Lasts on clothes for 24+ hours
- ✅ Suitable for all seasons
- ✅ Perfect for casual outings (like hanging out with your friends)
- ✅ Elegant packaging
- ✅ smells like tropical fruits

The perfume that will never bore you!

It starts with a very pleasant and fruity scent, similar to the smell of melon and lemon.

After half an hour, as the scent settles, you'll start to smell vanilla, melon, and pineapple.

As the scent settles even more, warm golden amber, vanilla, and white musk notes emerge. The white musk is not the animalistic kind, but a very clean, soapy kind.

✨ Excited to try the perfume? Visit our store today and enjoy a free trial! ✨

💣 For a limited time and before it runs out, get the Al Haramain Amber Oud Gold Edition (120ml) for just 150 shekels! Its regular price ranges between 200 and 300 shekels. Don't miss this limited opportunity! 💣

## Arabic version:

بِذِّكَ عطر وحش في الصمود و ريحتوا زاكية؟

بصمد على البشرة +10h ✓

بصمد على الملابس +24h ✓

مناسب لكل المواسم ✓

مثالي للمناسبات الغير رسمية (مثل الطلعة مع الأصدقاء) ✓

علبة أنيقة ✓

بريحة الفواكه الاستوائية ✓

العطر المش رح تزهقي من ريحتوا!!!

ببلش بريحة فواحة فاكهية كثير حلوة، قريبة على ريحة الشمام والليمون.

بعد بنص ساعة بس تهدا الريحة، بتصيري تشمي ريحة الفانيلا، الشمام، والأناس.

وبس تهدي الريحه أكثر، بتطلع نغمات العنبر الذهبي الدافئ، المسك الأبيض، والفانيلا، المسك الأبيض من النوع الكثير نضيف، من نوع الصابون المنعش.

متحمسين تجربوا العطر؟ زورونا في متجرنا اليوم واستمتعوا بتجربة مجانية! ✨ ✨

لوقت محدود وقبل نفاذ الكمية احصلي على عطر (al haramain amber oud gold edition 120ml) فقط ب 150 شيكل! بينما سعره العادي على النت يتراوح بين 200 و 300 شيكل العطر مكفول فلا تفوتي هذه الفرصة المحدودة! ✨

### My analysis:



The perfume that will never bore you! **Or** The perfume that will never bore you!!!

Maybe I should have said something after Looking for a perfume that's a beast in longevity and smells amazing? Before entering into the bullet points.

## collected info:

duration: 10 hours

4 hours projects outside

sweet candy gummy worms smell

50\$ cheap

My gf actually had this scent..... I could not keep off her lol. Bought for myself when we broke up

All seasons wearable

If you love erba pura you have to try

Opening 20m cetries

After 20m extremely sweet (melon, pinapple) tropical smell

Once it Drys further Golden amber warming note and white musk soupy

When used? Casual occasions friends etc

Teens mid twenties

بصمد على البشرة ✓

بصمد على الملابس ✓