

Hook

Story

Offer (CTA)

Product: aging skin probiotic

1. Who am I writing to?

Women aged 40 to 60's

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

Frustrated with fast aging skin, not sure what to do or buy to fight aging skin, The part of the funnel they're inside of is the lead funnel. Or right before they get to the sales page funnel

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

To go to the sales page and then purchase the product

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?

They need to feel like this is the key to finally combat aging skin. I need to take them on a familiar path but also show them there is light at the end of the tunnel to combat aging skin.

**Your youthful skin does not have to age with you...**

You like all other people cherish their youth and youthful skin

So did Sarah, but she wanted to combat her aging skin

She didn't know what to buy to help her skin

But then she found Neotonics

In just 2 months her life changed forever with her beautiful youthful skin

There is a solution to your aging skin

Imagine having better skin than people in their 20's and 30's

If you're sick and tired of aging skin

And wants to change their life and skin for the better

[Click here → \(link\)](#)

Personal analysis:

This is rough In my opinion, I'm not sure how to transition the lines to each other. It feels too bland, too unorganized.

I like the hook, but the story sucks, it's too lame and generic

The cta is too weak too, not sure how to make it seem more necessary to click the link