

- Inspiration to build off: Clear skin hacks that changed my life ☁️

Who am I talking to?

- 20-30 year old woman, like Sarah, who are under stress from work, they are suffering from skin that's breaking out, or they have prickly legs, they invest time into skin care but they are not getting results, all of the stress and insecurity is building up for them

Where are they right now?

- They are laying at bed at home
- They are sitting on the couch
- They might be in the car scrolling
- They might be eating

They don't openly display it but they are disheartened and unhappy with their appearance, they feel insecure

Where do I want them to go?

I want them to view the reel, to follow, like, to find the advice actually VALUABLE and helpful

How can I get them there, what steps do I have to take?

- Make sure to connect with a key desire
- Grab their attention with the right image, real life image
- Provide scientific-based advice, not fluff from Chat GPT

D - I - C Format

Disrupt - Catch attention, Image, Pattern Interrupt

The pattern is product after product, or stupid carousel advice providing posts

- High quality image of girl smiling with skin clearly shown

Clear skin hacks that can change your life

Quick & Easy Clear Skin Hacks

Quick Fixes for Radiant Skin

3 Steps for Magic Skin

Intrigue but PROVIDE VALUE- Multiple fascinations, and not statements

Point 1: Choose skin products specific to YOUR skin

Value can be provided in the description

Clips can be copyright-free

Point 2: Keep your hands off your face

Value can be provided in the description

Clips can be copyright-free

Point 3: Wash your face GENTLY

Value can be provided in the description

Clips can be copyright-free

CTA

If you found the following advice useful, make sure to

Like, Comment, Share

Learn more about Fresca using the link in our bio

Reel caption

If you want 3 simple and easy skin hacks that have the power to give you flawlessly smooth skin, then here are the tips 🙌

~ Choose skin products specific to YOUR skin ✅

~ Keep your hands off your face ❌

~ Wash your face gently 🧼

If you use these tips on a daily, you will begin to see clearer skin forming, but how can you roll some years back on your skin to expose your youthful and fresher skin?

Check the link in our bio to find out 😊🔗❤️