

Research:

Avatar:  Sara Avatar

Are they problem aware: Yes they are aware of symptoms

Are they solution aware: No

Where are they seeing this copy: FB/Insta cold audience

Do they trust the avatar: Not much but they have little trust needed as they are desperate and the ask is super small

Where do I want them to go: Click the message button to start a DM where we can qualify them and put them on a call

Steps needed to get them to message:

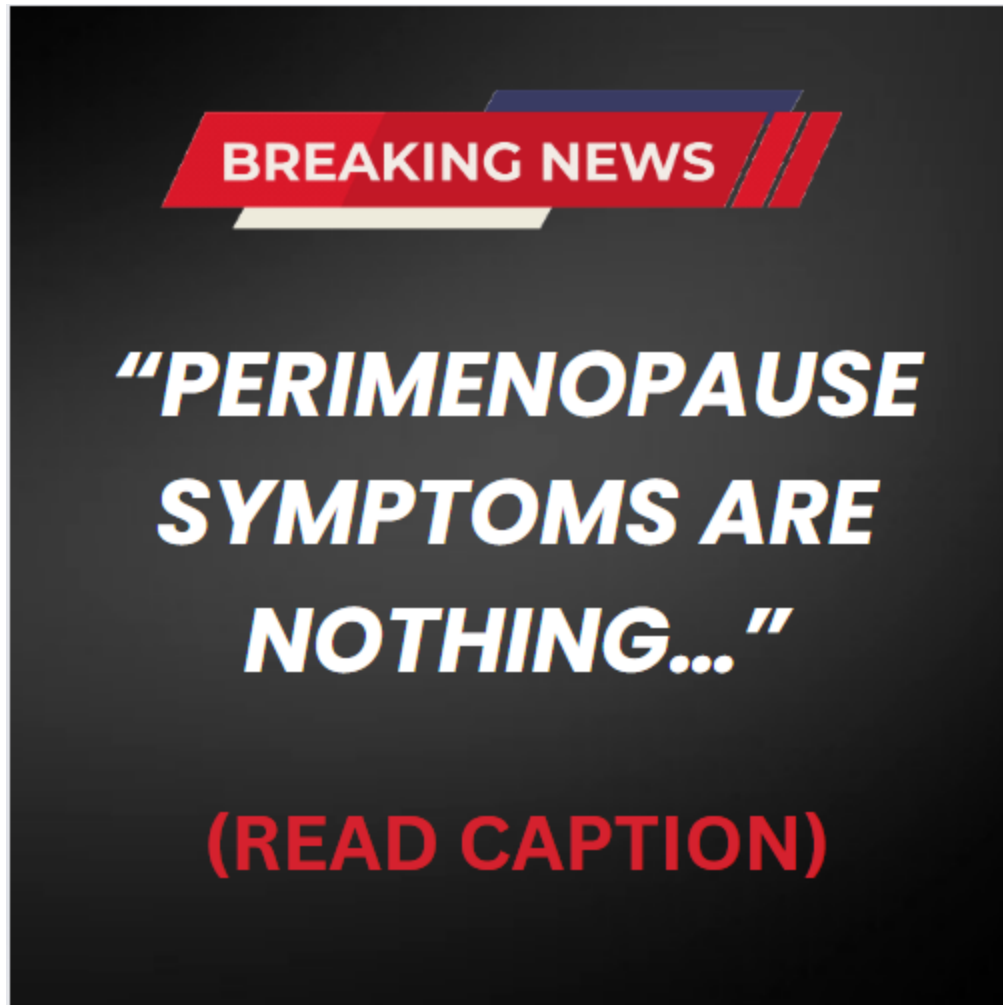
1. Be disrupted
2. Problem brought to front of prospects mind
3. Pain amplified
4. Solution shown on the other side of message button

Visual:

“Perimenopause Physical Symptoms Are Nothing...”

(Read Caption)

Like this (this is just a draft/mockup)



P.S. meant to be animated video loop

Ad copy:

Perimenopause symptoms are nothing compared to the crippling anxiety and depression that come with it - Period!

No joke intended but let me tell you what is a joke...

On top of night sweats so bad you need to change your clothes in the middle of the night!

And the hair loss, pimples, irritability...

You feel like you can't bottle the pain and suffering no more...

Anxiety through the roof - mental health as whole is in the bin!

And for the punchline, most doctors in the UK won't diagnose you or even take you seriously - especially if you are in your late 20s/early 30s!!

It feels like nature hates us women.

But it doesn't have to be like that...

I will happily support you through your problems with perimenopause struggles (Unlike your local GP!)

I am a fully qualified peri/postmenopausal coach who has already helped 100+ women in the same boat as you

I am certain I can also help you.

Click the message button and get in touch with me and ask away!

(And yes it's free!) 😊

My analysis

I think this is a good angle with my findings on reddit - this is addressing a real issue, in a quirky way which is a similar sense of humour they showed when talking about the subject

However some parts are a little vague and could be amplified further to really drive action

I could implement scarcity with a limited time (might sounds salesy though)

Flow can always be improved IMO