

TOP PLAYER BREAK DOWN FOR WOMAN CLOTHING META ADS

BUSINESS OBJECTIVE: GET PEOPLE TO STOP SCROLLING → GO TO A SALES PAGE → BUY A PRODUCT

WINNERS WRITING PROCESS

Push-Ups:

<https://rumble.com/v553cdu-a-few-push-ups.html>

SOURCE:

- [\(20+\) Womens Clothes For Resale | Facebook](#)
- [\(20+\) Facebook](#)
- [\(20+\) Facebook](#)

1. Who are we talking to?



- a. Ashley
- b. 25 year old
- c. Women

2. Where are they now?

- a. Current state - Wanting to be more recognized and feel empowered from that
- b. Current state - Not wanting to feel frumpy or blend into the background
- c. Dream state - Feeling recognized, getting extra perception points, and feeling empowered by the way they look
- d. Product aware - Buy Now, Urgency, Scarcity, Risk Reversal, Social Proof, Crank pain/desire/need ect.
- e. Belief in idea - **3** (Cost, Personality, Guarantees)
- f. Belief in Value - **4.5** (Price, Effort, Time, Sacrifice)
- g. Belief in Supplier - **2** (Cost, Personality)
- h. Sophistication lvl 5 - Needs to be niched down, identity play and/or optimize experience in the readers head
- i. What have they already tried?
 - i. Different Makeup
 - ii. Dressing WAY too fancy
 - iii. Asking friends and family for advice/help
- j. Roadblocks of the avatar**
 - i. Not wanting to spend hours looking for new clothes that fit their personality
 - ii. Having a hard time finding clothing that fits their personality
 - iii. Not being able to make up their minds and staying stuck in brainfog of weather they want to stand out or fit into society

- iv. Feeling like they will be judged on a different style if they do end up even getting different clothes

k. CUSTOMER LANGUAGE

- i. “I do think how you dress is you telling the world how to perceive you. It’s dumb in some ways and empowering in others.”
- ii. “having my appearance as a tool to make up for some of the difficulties I experience is extremely useful and empowering.”
- iii. “I have a tool that costs me no extra in-the-moment energy to give me automatic points in others' perception of me, and I need everything I can get.”
- iv. “I’ve never seen a librarian who doesn’t look utterly at ease with their clothes and, frankly, life, so that sounds like a compliment!”
- v. “I actually put together a bunch of outfits with pants that would say something about my vintage loving personality but also look not too out of place”
- vi. Feeling like that “Boss Babe” type style is “empowering” → “I’m bucking social norms as a bigger woman in my late 30s not fading into the background and some people are going to disapprove. I’m also aware that there’s a degree of privilege in dressing how I do and it takes a great deal of confidence and self assurance that I’ve worked hard to build.”
- vii. “boss said “I could hear you coming” because my low heeled shoes made a sound when everyone else wear sneakers and I know he didn’t mean anything ill by it but it still kind of bothered me.”

viii. “I feel like it’s a thing that women face in medicine that men don’t. The guys I know get lauded for their “fun socks.”

ix. DRESSING FOR REACTION

3. What is the business objective?

- a. Catch the scroll
- b. Get them to read the copy and see image
- c. Go to website
- d. Purchase a product

4. What do I need them to think/feel in order to accomplish this business objective?

a. Media

- i. Simple and esthetically pleasing visuals
- ii. Has the main focus of the image fit the target market
- iii. Standing side by side with other people that may match the target market looking (INSERT) (e.x. Stylish... whatever the dream state is)
- iv. Maybe background is a place the target market is at daily (e.x. School girl leaning on a school desk)
- v. Calm background
- vi. Background fitting the style of clothing
- vii. Brief description of dream state (e.x. “Effortless Soft Tailoring”)

b. Profile image/Logo

- i. Simple
- ii. Has base colors (1-3)

c. Headline

- i. Calling out the season (e.x. “Winter is here!”)
 - ii. Upgrade or heighten their current state to dream state (e.x. “Upgrade your Wardrobe”)
 - iii. Unique mechanism
- d. Main text
 - i. Maybe: Describe what the product is
 - ii. Scarcity
 - iii. Urgency
 - iv. Increase pain/desire/need
 - v. Maybe: End with another way to describe their dream state (e.x. “You’ll stay warm and stylish ALL season!”)
 - vi. Risk Reversal
 - vii. Social Proof
 - viii. Pain and relief
 - ix. Fascinations
- e. CTA
 - i. (e.x. “Upgrade your winter!”)
 - ii. (e.x. “Buy for less, Buy better, Buy Folk”)
 - iii. “Are you serious?”
 - iv. Price anchoring
 - v. Information is not enough...

Headline Variations:

1. Embrace Your Power: Chic Comfort for Confidence seeking 25-Year-Old Women.
2. Step Into Confidence: Chic and Comfortable Clothing for 25-Year-Old Women.

3. Feel Fierce, Look Fabulous: Empowering Comfortable Clothing for 25-Year-Old Women.

Main Copy Variations:

1. Dear Friend,

If you are trying to be perceived differently as easily as possible, and nothing is working as well as you want it to, you need to take a good look at the picture attached below.

OK, did you do it? What it shows is a woman that can confidently walk out her door knowing that anyone she approaches will have more respect for her before any conversation is even started.

But this is only for the women that love the outdoors and love having their confidence heightened.

We even have people saying stuff like “I am so glad I came across these products that are really comfortable and help me look amazing after feeling frumpy for so long, and it honestly is a bit empowering knowing exactly what to do if I want to instantly get extra perception points.” - Ashley S.

Believe me, if you don't want to fade into the background, we can give you the exact solution you're looking for.

- Without surgery
- Without tanning machines
- Without having a tailor

- PLUS all money back guarantee if not 100% satisfied
- When you want to look well for positive reaction from others to FEEL empowered

And best of all, we can show you how to do it fast (very fast) without spending hardly any money.

But information is not enough, you have to experience this with your own eyes... our offer is only out for the next 8 hours, don't miss out.

Or you can stay blending into the background...

Change the worlds view of you now,

Click here to begin to stand out alongside many other women just like you seeking empowerment.

2. If you are wanting to feel empowered from looking differently, then you're in the right place...

- Imagine walking out your door feeling the cool morning breeze on your face as you step onto the sidewalk in front of your home as you smile knowing that any guy that looks at you will instantly feel attracted to you

- FEEL EMPOWERED FROM THE WORLD'S ENTIRE PERSPECTIVE ON YOU BEING CHANGED POSITIVELY
- WARNING, Don't miss out on this opportunity to step into confidence, our offer is only out for the next 8 hours
- Are you wanting to feel like this customer → "This product is really comfortable. I love that each product is so uniquely different compared to others."
- Desiree Riley
- The sneaky trick most 25 yo women don't know about getting attention
- You will stay comfortable and stylish every season

Click here if you don't want to slowly continue fading into the background

3. What NEVER to do when you desperately want to feel confident in yourself after trying many times to get the world to see you differently → (keep scrolling)

- Secret to feeling like a MODEL while still being comfortable
- The single step you must take to feel empowered by the way that others see you
- Why models don't feel insecure while still dressing in streetwear

- Are you afraid you will get stuck simply fading into the background
- When dressing down and up at the same time helps
- The actual truth about why most 25 year old women living in cities feel like they aren't being noticed enough
- You will stay comfortable and stylish every season
- Easiest way to elevate others perspectives on you while still staying simple
- Are you the kind of girl wanting more attention from men?
- WARNING, offer closes in 8 hours... do you want to be the one fading into the background?

Change the worlds view of you now,

Information is not enough to describe the simplicity,

[Click here to begin your journey](#)

CTA Variations:

CTA for the copy:

1. Or you can stay blending into the background...

Change the worlds view of you now,

Click here to begin to stand out alongside many other women just like you seeking empowerment.

2. Change the worlds view of you now,

Information is not enough to describe the simplicity, click here to begin your journey.

CTA on the very bottom of the ad:

Spend Less, Buy better, Experience Empowerment

My analysis:

I'm sure I can crank the pain of "blending into the background" and desire of feeling empowered knowing that others look at them highly while still not giving away what I'm hinting at since this all is DIC and trying to get them to click the link onto the website to buy a clothing product, not sure what the best way to do that would be since I have tried and I think this copy is decent for my skill lvl... I just always want better for my clients and this is a good way to learn how to increase pain & desire.