

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Skincare

Business Objective: Get more attention

Funnel: Facebook ads. IG.

WINNER'S WRITING PROCESS

- Who am I talking to?
 - People with bad skin.
 - Insecure about it.

- Where are they now?
 - a. Scrolling on Facebook: not actively searching.
 - b. Their Pain/desire level is quite moderate because of the need to always look good as you are scrolling through social media and comparing your skin to others. Easy to amplify. 4/10

- c. The belief is very low. 2/10
- d. Trust is also very low. 2/10
- e. Current situation - Bad skin in general, social anxiety, the need to be accepted because of it. Always comparing to others.
- f. Dream state - My skin glows, feels fresh and my skin feels more resilient against outside effects. Maybe positive comments from loved ones or friends.

● What do I want them to do?

- Buy my product.
- Get their attention.
- Increase belief and amplify desire

● What do they need to see/feel/experience to take the action I want them to, based on where they are starting?

- a. Getting their attention: Colour contrast, difference of colour around the text they want us to read and the rest of the ad.
- b. Focusing on trust by showing 3 reviews. Thus increasing belief in the product. And desire by imagining yourself in the dreamstate.
- c. Reviews with pictures which show current state and dream state.
- d. 25% discount.
- e. Get your money back if you don't get results.

DRAFT


SAVE 25% NOW




Kill Acne & Redness Ritual

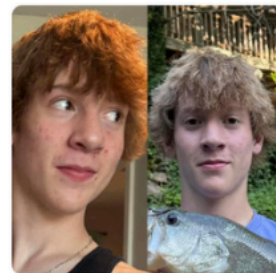
RESULTS IN DAYS FOR TEENS AND ADULTS


KILLS
BACTERIA


PREVENTS NEW
ACNE


HEALS
SCARS


NATURAL
GLOW



"The redness and inflammation is night and day"



"Truly life changing"

Get rid of dry skin, inflammation, redness, bumpy acne in Days!!

“This product is truly remarkable. Within a week my blemishes reduced and the redness subsided. I definitely recommend. It is the only thing that has worked for me. Jennifer W.”

"If we don't help you, we don't want your money!"
Acne-free in 60 days or money back