

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Acne

Business Objective: Relief acne

Funnel:FB/INT ad

Client: dermalogica

Top player:iHerb

WINNER'S WRITING PROCESS

1. Who am I talking to?

a. People who suffer from acne

2. Where are they now?

a. Scrolling on fb or insta

B. current level

I. desire: 4 or 5/10

II. believe in idea: 5/10

III. trust in dermalogica: 2/10

C. current state

- I. embarrassing
- II. low self-esteem
- III. frustrated
- IV. irritated
- V. afraid to look in the mirror

D. dream state

I. It's been 4 days since I used the products and my skin is already getting better. - Willson A.

- II. Relief
- III. regain self confidence

3. What do i want them to do

- I. stop scrolling
- II. click on the ad
- III. purchase product

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

I. stop scrolling

- A. one time september discount (28% off)
- B. Free delivery
- C. Color contrast (highlighting the offer)
- D. displaying partnerships with other company (increase trust)

II. click on ad, purchase product

- A. Provide clear solution and offer discount (limited time zone)(increase desire: they don't want to miss out)

DRAFT

☀️ Say Goodbye to Pimples and Hello to Confidence! ☀️

Are you tired of battling pimples that leave you feeling frustrated, irritated, and lacking self-esteem? Do you avoid mirrors and shy away from photos? You're not alone—many struggle with the impact of acne on their confidence, and it can even lead to deeper issues like depression.

But there's hope! Our revolutionary skincare product can help you reclaim your glow and boost your self-confidence.

✨ Special September Offer: Purchase any product this month and get 28% OFF! ✨

Don't let pimples hold you back any longer. Take the first step towards a clearer, more confident you! 💖

"I am a 26 year old male and it's my first time looking to buy skin products... It's been 4 days since I used the products and my skin is already getting better! Definitely recommend going here and checking them out." - Willson A.



👉 Click to learn more and start your journey today!