

Losing yourself in the rush, like me?

While balancing career and family,
I lost myself in between.
Winning here, losing there
I thought I had to choose.
Mindful Boxes showed another way.
Balance was all I needed.
Their rituals and tips
Brought peace to my life.
Friends say they notice the change.
I feel it every day.
I found the help I needed.
And you can, too.

Highlighted the hook in bold style. I really like the "..., like me?" part of the hook because it lends a personal touch to the message. Instead of sounding like a faceless corporate advertisement, it feels like a recommendation or testimonial from a real person—a peer. I focused on twisting the knife by highlighting and revoking a problem. Also, I paid attention to sounding as less like an advertisement as possible. This script sounds like a real, genuine, honest testimonial while indirectly and subtly encouraging the reader to buy a product. "Friends say they notice the change." This part nicely establishes social proof without triggering the viewer's sales guard. "I found the help I needed. And you can, too." this is a direct invitation, acting as a soft yet persuasive call-to-action. PS: I thought about adding a slight touch of skepticism or doubt the speaker might have felt initially before trying the Mindful Box. But after thinking about it, I decided that I wouldn't do this because many advertisements do this well-known trick, so I would rather skip that part than risk causing suspense about this testimonial.