

The 4 questions from the Winner's Writing Process

1) Who am I talking to? Who is reading this copy?

- Niche: Cosmetic dermatology and skincare for women

Ideal Target Avatar:

- Gender: Women
- Age range: 25-35
- Occupation: Usually a social one
- Income level: Mid
- Geographical location: Riyadh, Saudi Arabia
- Marital status: Want to get married/Getting married

2) Where are they now emotionally & mentally?

They are stressed about their physical appearance: acne, tired skin, dark circles under the eyes, gummy smiles, etc.

Society says that women with these features are unattractive, hence they get them removed.

3) The reader's roadblocks

They may have tried other skincare products before but have all caused them allergies.

They don't know why this is happening, and it's making them itch (literally).

4) The solution mechanism to the roadblocks above (This stuff is from successful transformation testimonials of top players)

A product that does not contain allergens.

5) At the end of this piece of copy, what actions do I want them to take?

At the end of this landing page, I want them to buy the product through a CTA.

6) What do they need to go through (thoughts, emotions, sensations, imaginations) to make them take this defined action?

They need to see the before/after pictures of previous patients and the aesthetic improvements they've undergone.

They also need to see how good the product is through testimonials/reviews.

My copy

Tested?

No

Target avatar sophistication

The avatar has tried a lot of skincare products and knows that a lot of them cause them irritations, but don't know **why** they do.

Personal analysis

Positive points:

- I have tried using the “claim, justify, prove” formula here as Charlie suggested in one of his calls to improve the flow in my copy - a problem I always struggled with.
How well have I applied it?
- In the end, I implied the dream state in the CTA instead of directly asking the customer to buy our product - to show that this is for their benefit, not ours.
Is this the meaning that has come across to you?

Potential improvements:

- I feel like the copy might have a harsh tone.
But I did not know how else I could bring across the idea that the major corporate products are dangerous for us.
- I wrote this copy with multiple CTA buttons around the page in mind. The actual landing page itself is quite a bit long, so I’m only replacing the initial bit and then putting a CTA after (here it would be below “Free from Parabens, Silicones and PEG.” as a yellow line for instance). Would this create a jagged feeling in the copy throughout the page?

[The copy for review:](#)

Original prospect’s copy: (It’s an entire [landing page](#))

Founded in Science. Powered by Nature.

Highly effective, essential, skincare solutions,
developed by a dermatologist for her patients.

Women owned, Cruelty Free & Made in Italy.

Kivu is a response to a real need Dr Benedetta Brazzini, our co-founder, has seen in her clinics for a skin product that combines simplicity, efficacy and above all the knowledge and experience of a leading Dermatologist.

Our formulation maximizes the highly effective properties of Helix Aspersa secretion with innovative peptides, Hyaluronic Acid, and natural ingredients such as Witch Hazel and Bitter Orange peel extract.

Free from Parabens, Silicones and PEG.



As seen in:

BAZAAR

marie claire

My FV for them which I'll send after this review:

Is your skin biting you from all these “one size fits all” tonics and serums that leave your skin red and furious?

You should know that these mass-produced products contain ingredients like Parabens, Silicones and PEG.

All of which are chemicals that irritate and hurt your skin.

But all the factory businessmen love them because they're cheap.

So we, a group of women, got together and made our own product that is:

- Free of any toxic chemicals.
- Free from the bullying of poor animals.
- Guaranteed to soften and brighten up your skin.

And to ensure the highest product quality, we're producing our formulation in Italy.

No dodgy Chinese products.

You don't have to fight the urge to scratch yourself every time you want to look beautiful.

We have a safer and more ethical alternative.

Click here(link) and finally enjoy pain-free beauty.

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Thanks G's!

[Pushups link](#)