

Winner's Writing Process

Acne Treatment (Note: Skipped a few things like funnel, etc. because it's going to be Sales Page practice)

- 1) What specific business objective am I seeking to accomplish? Buy my product at the end of the short sales page.
- 2) Target Audience: 15-21 year old girls struggling with acne. They can't stand the way they look in the mirror and have NO confidence. They hate it and have tried every trick in the book to get rid of their god forsaken acne but nothing seems to work. They hate the way they look and feel causing them to walk around embarrassed at school and in public.
- 3) Current State: Have a MOUNTAIN of red bumps all over their face with no place to hide, not even makeup. Mad, embarrassed, everything in the book → Dream State: Clear, beautiful skin with the confidence of 10 lions put together because of their acne-clear face. Talking to their crush...
- 4) Market Awareness: They are problem aware, but not product or solution aware. They have tried out multiple "solutions" but have gotten no results. Market Sophistication: They are at Stage 5. Tired of the claims that have gotten them no results and the mechanisms of each "new product" has grown old.
- 5) They don't know about the company nor do they trust the company (yet) because of all the failed attempts in the past.
- 6) Where I want them to go: I have to get all 3 above the threshold because all 3 are most likely rock bottom. The value is the easiest because they have a HUGE desire to have clear skin. I have to get them to truly BELIEVE that this product is their solution. Since they don't know/trust the company/product I will have to offer a strong guarantee to raise the trust.
- 7) The steps I will take them through: I will get their attention through an instagram/tiktok ad calling out their problem: "If you're a girl STRUGGLING with acne, you need to read this RIGHT NOW". Throughout the sales page I will drive their pain, eliminate objections, and showcase the problem as an absolute solution that will give them that dream outcome.

Avatar

Sarah is a 17 year old girl starting college in 3 months. She likes to workout, run and sit by the pool on sunny days. At night, Sarah watches movies with her parents and dog. She is an only child and has plenty of girl friends. However, she has a hard time

finding a boyfriend because of the acne that has riddled her face. She takes great pride in taking care of her health and well-being, but acne is a problem she has not yet conquered. Sarah wakes up every morning, staring herself in the mirror, wondering how in the world she can get rid of this god-forsaken curse. Her confidence is through the floor and she can't talk to anyone, not even her own family, without getting insecure about her face. She goes off to college in 3 months and wants her acne gone so she isn't known as "Acne Girl". Sarah has tried every product online, trick in the book, and guru's advice. Nothing seems to work. Sarah's acne keeps her up at night and follows her throughout the day. She's almost lost all hope. That is until she comes across an ad that reads "If you're desperate for a solution to your acne, you NEED to read this".



The Big Secret About Your Acne...

This well kept secret by Dermatologists, Skincare Guru's, and Skincare Companies should have them put behind bars.

That Dermatologist you've been going to, skincare "expert" you've been listening to, and the skincare companies you've been buying products from have been LYING to you. They have been keeping a HUGE secret from you and everyone else that buys from them.

I have no power to lock them up, but I do have the power to expose them. To expose them to good people, like yourself, who have been lied and cheated on by these cruel people and corporations. By the time you're done reading this, you will have saved yourself time, money, and most importantly, the secret to having *clear* skin

That's right. After reading, you will *finally* have the answers you've been looking for:

- How to get rid of your acne
- The well-kept secret that keeps you from having an acne-free face
- The answer to picture-perfect *clear* skin
- The hidden truth about why companies/dermatologists are in on it

DISCLAIMER

This is information that NOBODY has (yet). Upon reading this, you will be one of the first to have this little-known information. I urge you to be cautious about who you tell when you find out the secret. This is a warning that they may not believe you at first. If you need to, show them this article but ONLY to a trusted friend or family member.

Remember, this article *exposes* Dermatologist's and all the evil corporations out there. It is up to people like yourself to do what you must with this information and I trust that you will use this information wisely.

Why You're Being Told

If you think this is full of crap, I don't blame you. I mean, why would I take the time out of my day to write an article that doesn't benefit me? Simple. I was just like you. Bad acne, endless visits to the derm, product after product failure. I tried everything

in the book. Just like you, nothing worked. The feeling of hopelessness, embarrassment, confidence lost. Waking up to go to school, having 3 classes with your crush, and you can't even open your mouth because your face stings with embarrassment anytime someone looks your way.

The mountain range of red bumps covering your face is horrendous. "Why can't it all just go away?" you exclaim, looking yourself in the mirror. Tired and fed up of having to go back to the Derm every four weeks with ZERO results. Well, that all stops now. No more Dermatologist visits, endless skincare routines, and no more embarrassment. Your life is about to be changed. Forever.

The Discovery

I want you to think back to every appointment you've ever had about your acne. Really think about it. Do you remember the endless excuses of why the new product they gave you didn't work? Can you remember every product they gave you? Every promise that they'll make it work? Every "stick with it"?

The answer is too many. Too many endless promises. Too many products shoved in your face. Too many... Do you truly believe these "experts" couldn't find a solution in a matter of weeks? I mean come on. They should know instantly what should work. At least by the second or third time. "My skin is just really bad, that's all. I'm going through changes". WRONG!

Those companies only want one thing from you. Money. They don't want you with clear skin because every time you come back, buy from them, and repeat, they make money. Every. Single. Time. They sell you the dream of clear skin because they know you will keep coming back in hopes that you'll get it.

I was sick and tired of it. My face was disgusting. Covered in bumpy, scaly, *ugly* acne. So I researched and researched and researched. I wanted to find out *how* acne started for *all* types. Then, through years of testing and thousands of hours of trial and error, the solution to EVERY person's acne came to light.

The Solution

First, if you're reading this, you know you have acne and you want to get rid of it. However, people can get acne in a number of ways. Dirt, sweat, hormones just to name a few. Everyone is different, but acne is acne. So, that's how I came up with

“The Red Blemish”. This works for acne of all types. You’ll finally have the one and done acne treatment.

No more embarrassment, humility, and low-confidence. You can talk to your crush, your friends, and your family without a burning face. In addition, I’m SO confident that it will work for your skin, that if you *don’t* see results within 60 days of it arriving at your house, I will personally send you a prompt and courteous refund including any shipping charges you have had to pay.

This product will forever get rid of your acne problems. Since you read this whole article, I am giving you 10% off your order as well if you order by midnight 4/1. Just click the link below and your 10% discount will be added. You’re one step closer to clear skin.

Yes I’m ready to get rid of my HORRIBLE acne!

(P.S. Take before and after pictures and send them to me. I love seeing all the people this product has helped)

Best wishes with your clear skin,

Dr. G