

Has this copy been tested:**No, this is free value being sent to a prospect.**

## Info About The Brand

Who is the brand and what do they sell: Zekr sells skin products made from natural ingredients that help men take better care of their skin, which leads to them feeling better mentally.

“When you look good, you feel good.”

What are their USPs: Their products are nourishing and calming for the mind; made from natural ingredients; their products are made to empower men physically and mentally;

## Info About The Avatar

Who is The Avatar? Max Vitalis, he's a 27-year-old freelance digital marketer living in Brisbane, Australia.

In his free time, Max enjoys training in the gym, spending time in nature (he enjoys surfing as well as exploring new places), and going on dates.

### Identity

Who does the Avatar idolize? Why? Max idolizes adventurous men who effortlessly demand the attention and respect of everyone in the room.

He idolizes characters like

James Bond  
Tony Stark  
Conner McGregor  
Iman Gadzhi

What figures or brands in the space do they respect and why?

What character traits do they value in themselves and others? Strength. Physical attractiveness. Boldness. He respects people who are adventurous. He respects hard-work. Success. People who take care of their mental & physical health.

What character traits do they despise in themselves and others? He doesn't respect people who neglect their physical health or appearance. He doesn't respect lazy people.

Based on that info, what identity is The Avatar hoping to adopt?

Max wants to adopt the identity of a suave individual who effortlessly exceeds at everything he does.

He wants to exude an aura of sophistication and success in every room he's in.

He wants to be seen as an attractive, hard-working, and successful individual. Someone other men aspire to become, and women aspire to be with.

#### Painful Current State

Max has never had to put any effort into his skin. His entire life, he's been blessed with healthy, vibrant skin. However, recently, he's developed skin issues on his face.

His skin imperfections are constantly on his mind, and bring his self-view down. He lacks the enthusiasm and confidence he used to have.

He finds less enjoyment from his days. During his workouts, he doesn't train as intensely. When meeting with prospects, he lacks the confidence and conviction that used to make him so persuasive. He doesn't enjoy doing client work like he used to.

Ever since he's noticed his skin issues, Max has been finding less joy from his days.

Friends and family are concerned over Max's decreased energy and enthusiasm. He brushes it off as, "Yeah... I just... haven't been sleeping right."

Max has no spark to him. He blends into the background, and he knows it.

#### Desirable Dream State

Max's skin would have a healthy, radiant glow. Taking better care of his skin would improve Max's view of himself.

He'd be more confident:

When meeting with prospects, he has greater confidence and belief in what he says, which has helped him land 2 fresh, new deals.

He once again enjoys going out with his friends, and is the star of every outing.

He now finds much more enjoyment from his days, and enjoys pushing himself.

In the gym, Max has set new goals that have increased his motivation and inspire him to train with greater intensity.

He's started surfing at exciting places like the Gold Coast. He enjoys traveling to new cities or exploring new places.

People notice Max's increased energy and confident aura. He leaves a lasting impression on every person that he meets and effortlessly becomes the center of attention in every room he walks into.

## Product

What is The Reader's biggest roadblock: The biggest roadblock that's preventing Max from feeling empowered with healthier, more radiant skin is his lack of a skin routine

What's the solution to the reader's problem (If...then...): If Max had a skin routine filled with premium products, then he would have skin that empowered him to look and feel his best.

How does the product help the reader solve their problem (with the value equation): All of Zekr's products are made from premium, all-natural ingredients that guarantee the reader healthier, more radiant skin (likelihood of success).

How do they evaluate and decide if a solution is going to work or not?

How sophisticated and aware is The Avatar?

How aware is The Avatar: Max is aware of his problem, roadblock, and his solution.

How sophisticated is The Avatar: Max has very little experience with skin care.

This will be his first time interacting with Zekr skin.

What objections or misconceptions must be removed?

What objections must be addressed? What reasons might The Avatar have for not taking action (What are they afraid of? Do they have any limiting beliefs?)

Max is worried about

Not having enough time in his day for a skin routine

The complexity of male skincare

How effective the product will be

If the product is safe or not

## What is the goal of this copy?

Where are they now (in the funnel): He's scrolling on Instagram

What's the desired action: We want Max to click the link in Zekr Skin's bio and check out one of the products from their best sellers collection.

What must happen in their mind:

Max must see a vivid movie of a more empowered him that lights up any room.

He must believe that the product will work for him

Where are they (emotionally):

It's 5:30 a.m. Max rolls out of bed, after a long night of shallow sleep. He gets dressed and forces himself to drive 5 minutes to his local gym.

He goes through the motions of his workout until he finally finishes training. The entire time, Max has his head slightly down to hide the imperfections on his face.

He drives home, and spends all day going through the motions of client work.

He heads home, and half-focuses on Completing client work until 5:30.

He closes his laptop, and heads to his local grocery store. Max walks with his shoulders slumped, and avoids eye-contact the entire time.

As he's finishing up, Max sees a man about his age: in great shape, dressed well, and radiating confidence from the ground up. Next to him is a beautiful blonde smiling from ear-to-ear.

Out of the corner-of-his-eye, he sees him get the phone number of the most beautiful girl he's ever seen, and then walk away like it was nothing.

Meanwhile, here he is with a quiver in his voice when speaking to a 60-year-old cashier.

"Ever since I noticed my less-than-perfect skin, my confidence has been crushed. I wish I could rejuvenate my skin, and start walking with an aura of confidence that makes people pay attention." He thinks to himself as he's leaving the store.

He gets home, sets his grocery bags on the table, and plops down into one of his living room chairs.

He sits there for a moment, reflecting on the uneventful day, and then opens up Instagram.

He scrolls past a few influencers, lux lifestyle pages, and stops at a post from Zekr Skin:

## My personal analysis:

Vaff told me in my last submission that I needed to explain "the mechanism" behind my product to build greater trust with the reader, so that's what I did here.

This also addresses 2 of Max's concerns:

- Whether the advertised product is safe or not
- How effective the product is

I looked at Blackjack, a top player in the space that's actively using their Instagram to gather attention. For every caption (without failure), they have an emoji near the beginning to better grab the Reader's attention, which is something I did here.

Vaff also said I wasn't playing to the "strongest desire", which is something I did better at here

I aimed to use vividly describe the Reader's dream state, instead of just saying the word "confident".

The final critique Vaff gave me was that my sentences are too complex. I read all of my captions out loud multiple times, and never had any issues, everything flowed well.

I copied and pasted them into ChatGPT, and asked, "Are any of these sentences 'complicated or hard to read'?" It said no to both.

I'm wondering if this copy could be better if I started captions 1, 2, 5, & 8 talking about a pain/desire, instead of the product/an ingredient. Here's my thought process

- On one hand, the reader is going to care more about WHAT the product can do for them, as opposed to the product itself
- But on the other hand, the reader has already tried to solve the problem on their own, but was overwhelmed by the lack of information about male skin care. So, I think that by giving the reader insight into how the product works and removing some of the fog around skin care will help enter the conversion they're currently having. Since one thing they're actively thinking about is that male skin care is too complicated

## My Copy

### Original Moisturizer

1.

The aloe vera in our moisturizer enriches the skin with a radiant glow that effortlessly demands attention! 🌟

Discover the quick-absorbing moisturizer that helps you look and feel your best every day of the week! 

2.

💧 Our moisturizer uses Dimethicone to provide quick, deep hydration that gives the skin a captivating glow!

Think you're too busy for skin care? Think again! ⬆️

## Original Eye Cream

3.

If you want smooth skin that empowers you to be the star of every room, check out our Original Eye Cream! ★

Formulated with Shea butter to guarantee healthier, younger-looking skin after just 1 use!

4.

Just a dab, and you're walking out of the house with smoother skin and an extra spring in your step... ⚡

Using powerful plant extracts, our Eye cream will help you put your best face forward! Get yours now ⬆️

## Original Face Scrub

5.

Did you know that our face scrub uses pumice to deeply clean pores and give the skin a healthy glow? 🧼💧

Click the link in our bio if you want to start turning heads every time you step into a room! 🙌

6.

Do you feel like your dull skin makes people overlook you ? Check out Zekr's original face scrub! ⬆️

Head to our bio, and start using your handsome face to light up every room you enter! 💡

## Original Clay Mask

7.

Think of healthy, radiant skin that helps you leave a lasting impression on every person you meet! ✨

Learn more about how our Clay Masks use powerful minerals to cleanse and replenish skin! 🙌

8.

🌿 French Green Clay removes sweat and dirt from the skin, leaving it with a healthy glow that captivates onlookers! ✨

Check out our Clay Masks-Proven to provide healthier, better-looking skin! ⬆