

LONG-FORM FACEBOOK AD

Push-up link : <https://rumble.com/v4js5p3-pushup.html>

My client's product: Skincare business providing ACNE CREAM

1 - Who am I talking to?

I am talking to women who have deep insecurities about their skin problems, acne, and pimples which make them unconfident in themselves and worthless they cry about it a lot, they get anxious a lot when they go out, and they are afraid that people are going to pick on it and it's going to embarrass her, their age range is around 15-20+ years old, and they live in Malaysia.

Painful current state - They feel **ugly** about the way **their skin looks**, they feel **self-conscious** and **anxious** every time they go out, or take a picture, they **lack self-esteem** and **confidence**, and they are afraid of **getting picked on** and **embarrassed** about their appearance, they don't have the **confidence with the opposite sex** they feel **worthless** and don't deserve **happiness**, and they have **tried many things** and ways to fix it but **none of them worked**

Desired dream state - They would have **clear flawless skin** and the **confidence** to do anything they want, they would finally feel **attractive to the opposite sex and others**, they would finally **love themselves**, truly **happy and proud** and **deserve love**, no more **anxiety, embarrassment, overthinking** of what others think of them, they could have **benefits** in every aspect of their life just from healing their skin acne problem, the **confidence** and **dates with the opposite sex**

2 - Where are they now? What are they thinking & feeling? Where are they inside my funnel?

They are on social media, Facebook scrolling through, just randomly scrolling through Facebook and going about their day. They have no specific thoughts but they could feel an opportunity to look for products and items that they want

that could change and improve their condition and help them make changes and improvements to make them happy and satisfied. Or just for entertainment

3 - What actions do I want them to take at the end of my copy? Where do I want them to go?

I want my avatar to click on the link at the bottom of my Facebook ad to go STRAIGHT TO PURCHASE FOR THE SALES. Once they click on the link, they will be redirected to the DMS (starting with automated messages) with my client business messenger to make a purchase. My client's business does sales through Facebook and Instagram DMS only.

4 - What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What are the steps that I need to guide them through to take them from where they are now to where I want them to go?

Since this would be a long-form Facebook ad copy that just goes straight for the sales, everything should be straight to the point with all the persuasive elements without keeping it too long and make it simple.

Firstly, they would need to experience a RELATABLE ATTENTION GRABBING HEADLINE to get their attention and understand that this might be helpful with what they face.

Secondly, they must feel heard and seen with the pains they have experienced, by that I should amplify what their biggest frustrations and fears are at the beginning of the copy, also what is the biggest roadblock and why they couldn't reach their dream state.

Thirdly it is time to reveal the product and why it would be better and more helpful to them than other products they have tried by adding the benefits such as ingredients, and backup with some social proof such as won awards, and customer reviews.

Fourth, they need to believe how it could truly make a change in their appearance and reveal how this product alone can gain the esteem and the life she TRULY desired, such as no more anxiety, no more worries about attracting the opposite sex, and more...

Lastly, it is time for the call to action, I would let them understand all the benefits they truly desire and how could they achieve them with just a bottle of truly effective cream, backed up with a risk-free 60-day money-back guarantee, and I would add some more testimonials of 1 or 2 more customers as well and show them how they could be one of those satisfied customers if they try it once .

In a nutshell, they must experience a relatable feeling of pain fear, and frustration, and how the product could be the only best vehicle to get to their desired dream state with enough belief without feeling they are at risk and objections.

AWARENESS LEVEL - They are mostly problem aware, solution-aware but not product-aware

SOIHISTICATION LEVEL - They are a sophisticated market as women have been doing skincare for centuries, and how much they care about their looks

Roadblocks - Having acne

Solution/Mechanism - Use gentle and effective skin products

Product - Natural herbal acne solution (my client's product)

My personal analysis of copy-

I think my copy has emotional contents and clear reveal of roadblock solution and products , but this is my second copy so still not very professional and attractive looking . and I need some recommendations and feedback on how to make it good enough to produce great results ;) thank you

(I wrote this copy in another language and I have translated it into English)

LONG-FORM FACEBOOK AD COPY DRAFT

"Acne-prone skin has been with me for years, and I've spent thousands trying to cure it. After using THIS for two months, my skin has stabilized, and it's incredibly effective. Highly recommended!

Stubborn acne, like a demon, haunts your mind, causing anxiety and low self-esteem, making you want to hide away. Have you tried numerous acne products, spent thousands, and yet found no relief? Despite trying popular brands, recommendations from friends, and online remedies, nothing seems to help. In fact, it might have made your acne worse.

But don't worry; today, I'm going to share with you the one and only 'miracle drug' that could 'change your life.'

It's KIDOSU.

"Award-winning natural acne solution."

KIDOSU can work wonders for your skin:

- Completely eliminates acne within 7 days
- Blackheads and whiteheads fall off on their own after 14 days
- Ancient acne scars fade completely within 30 days
- Easily deals with stubborn acne-prone skin
- Whitens, soothes, and conceals your complexion

We have transformed the skin of thousands of customers like you who have acne-prone skin, improving their acne, skin condition, confidence, and attractiveness... all because of one truly effective acne treatment!

How did KIDOSU win an award? Is it really more effective than other acne creams?

"I've tried so many acne products, and none of them worked. This one probably isn't any different."

Wrong! Let me explain briefly.

KIDOSU is the top-rated acne solution from SKIN SECRET with the highest repurchase rate.

Most of the recommended famous acne products contain various fragrances and chemical ingredients that damage the skin, making it even more sensitive, and the situation worse. It's like sulfuric acid on your skin, causing your acne to worsen and leaving you with no solution.

Moreover, KIDOSU can also help your skin to:

- Refine pores
- Repair sensitive skin
- Isolate and protect
- Have antibacterial and anti-inflammatory effects

Take a look at the testimonials from our long-term customers.

"I kept changing skincare products, and my skin kept getting worse. After using KIDOSU for 4-5 months, it miraculously saved my severe acne-prone skin."

"I've tried various products on the market, and I'm pleasantly surprised that KIDOSU can truly improve my acne and acne scars."

So if you're ready to finally get rid of the annoyance of acne and start living as your true self, join the ranks of thousands of satisfied customers.

Take action now and change your skin!

Click the link below, chat with us privately, and you can immediately order the savior for your acne-prone skin!

Afraid of investing in another ineffective acne solution?

With KIDOSU, you're covered by our satisfaction guarantee. If you don't see results within 7 days, we'll refund your purchase within 60 days—no questions asked. Say goodbye to wasted money and hello to clear, radiant skin!