

Who am I writing to?

I'm writing to a young woman aged 18-30 who desires fuller lips and is interested in scheduling a makeup session to address this concern.

Where are they now? What are they thinking and feeling? Where are they inside my funnel?

They are active on social media, particularly Instagram, where they follow beauty influencers and makeup artists for inspiration. They're feeling self-conscious about the appearance of their lips and are seeking solutions to enhance them. They are already aware of the makeup artist's work and are considering booking a treatment with her.

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

I want them to recognize that the makeup artist's services can help them achieve the fuller lips they desire and to book a treatment with her. I want them to go to the makeup artist's Instagram page or website to learn more about the services offered and to schedule an appointment.

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 her from where they are now to where I want them to go?

They must feel understood and validated in their desire for fuller lips. They need to see the benefits of the makeup artist's services and feel confident that booking a treatment with her is the right decision. I need to guide them through the process of scheduling an appointment and provide reassurance that they are making a positive choice for their beauty journey.

Avatar Name: Lily Thompson

Age: 25

Occupation: Marketing Assistant

Location: Urban city

Background: Lily is a young professional working in the marketing industry. She's always been interested in fashion and beauty trends, and she loves experimenting with makeup to express her creativity. Lily enjoys going out with friends on weekends, attending events, and exploring the city's nightlife scene. She follows several beauty influencers on social media, including the makeup artist, and she's interested in booking a makeup session to enhance her features for special occasions.

Concerns: While Lily doesn't have any major insecurities about her appearance, she's always admired full, plump lips and wishes hers were slightly fuller. She's hesitant to undergo invasive procedures but is open to exploring non-invasive treatments to achieve the look she desires.

Goals: Lily wants to feel confident and glamorous for upcoming events and social gatherings. She's looking for a makeup artist who can enhance her natural beauty and provide personalized recommendations for achieving her desired look, including fuller lips.

**Subject line:** Feeling Insecure About Your Thin Lips? Here Are 5 Things You Can Do To Fix It!

When you sit down to do your make-up, what do you see when you look in that big mirror of yours?

Do you see a girl who is satisfied and happy, smiling back at you, or do you see that one spot on your face that makes you lose confidence?

If you want to have those juice lips that make you question if that's really you in the picture from last night, then here are **5 things** you must focus on:

1. **Hydration** before applying make-up,
2. **Use mixed pencil**,

3. ***Stick to your natural lips in the corners,***
4. ***Fill the corner with color,***
5. ***Full-color pencil*** - Go over the edges of the lips several times, to get fuller, sharper, and more beautifully drawn lips.

These are just a few examples to make your lips stand out. Just look at some stunning transformations of our satisfied clients who trusted us!





You can use these examples and try very hard to do the best job (*before a night out or a wedding, paying attention to details while sitting in a chair for hours can be a drag*),

Or you can just [Click here](#), and schedule a make-up session to transform your lips and boost your confidence!

