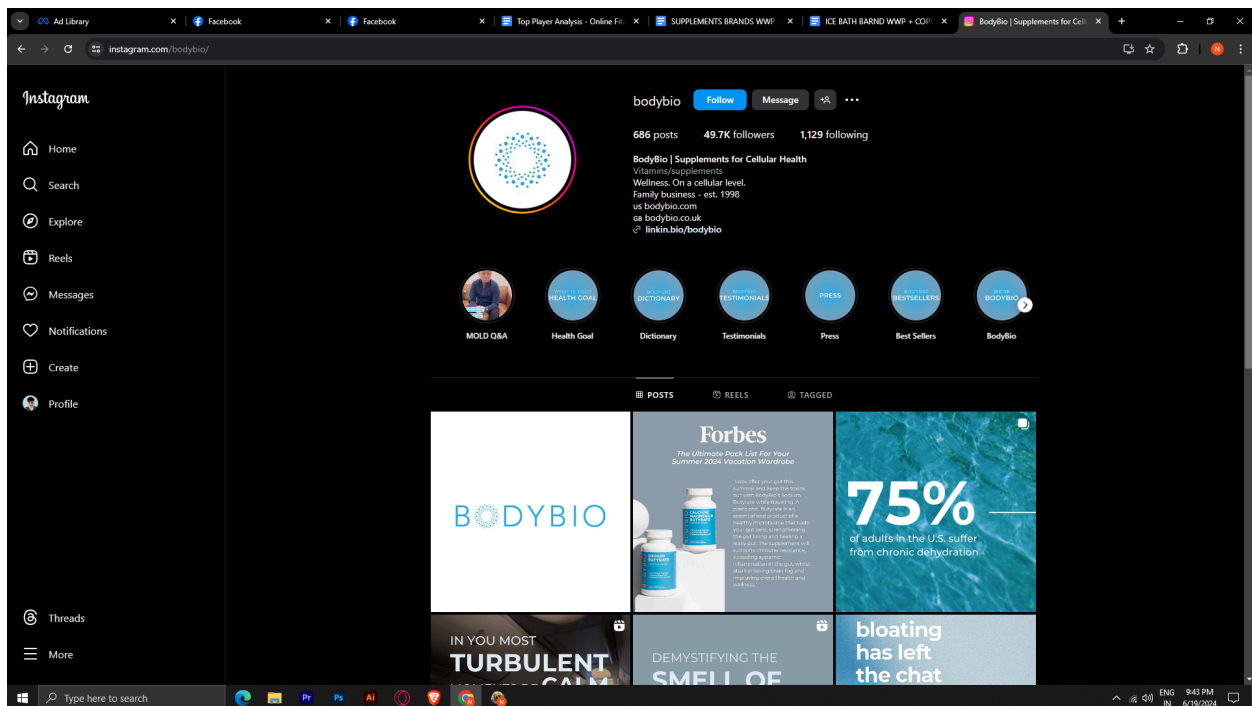


SUPPLEMENTS BRANDS

Business objective: Convert ad watchers into paying customers

WINNERS WRITING PROCESS

Context: This is a supplement brand who sells supplements for mental health, stress, gut health, and skin care. They're doing good, but looking at their facebook ads copy, I can see there is still more to unlock. Their ad copies look like they are generated from AI.



1. Who am I talking to?

- Males & Females b/w age of 28 to 70. Mostly women.

- b. They are suffering from some sort of anxiety, anger, frustration, low energy levels, high stress, gut distress, inflammation, depression.
- c. The cause of the problems are either their job/work or their family problems & disputes.

2. Where are they now?

- a. Current State: Depressed, suffering from anxiety, anger, frustration, stress and low energy levels and poor sleep.
- b. Dream State: Calm mind, focused on work. High energy levels, no anxiety, no anger, no frustration, less stressed at the end of the day, good quality sleep.
- c. What are they currently doing to solve this problem?
 - i. Caffeine
 - ii. Taking some other medicines/supplements
 - iii. Listening to music
 - iv. Eating Junk Food/ Lot of carbs
 - v. Dealing with it like a zombie

3. What do I want them to do?

- a. Click on the link given in the ad, purchase the product and try it.

4. What do they think/feel/experience to do those things?

- a. Grab and Keep their attention: Ancient chinese and Indian Ayurvedic herbs, have amino acids, Botanical Blend, Creates general feeling of calm and focus- no matter what life throws at you, Natural Supplement
- b. This supplement works best (because it gives you balanced stress response, powerful anxiety relief, promotes relaxation, helps you unwind)
- c. This supplement is cool (because they have a synergistic blend of ingredients formulated as a gene-smart solution for stress management.)
- d. Explaining to them how to use it properly and when to use it.
- e. It takes only 10-20 minutes to show the effects.
- f. It does not make you feel drowsy.
- g. It even works in the middle of the night if you need help falling back to sleep.
- h. With 5 key ingredients:
 - i. 👉 Glycine: a neurotransmitter that supports relaxation and healthy stress management.
 - ii. 👉 Taurine: an amino acid that increases GABA levels to calm neurotransmitters in the brain

- iii. 👉 Rhodiola: balances the brain chemicals without causing drowsiness or fatigue.*
- iv. 👉 Phosphatidylserine: supporting healthy cortisol levels and improving stress response.*
- v. 👉 Manganese: helps manage histamine (an excitatory neurotransmitter)

AI COPY DRAFTS

1.

✨ Unlock Calm & Focused Days with [Your Supplement Brand Name]! 🌿

Feeling overwhelmed, anxious, or exhausted? 😞

Life's pressures can take a toll, but there's a natural solution. 🌱

Our supplement, crafted with ancient Chinese and Indian Ayurvedic herbs, is your key to a balanced, stress-free life. 🌸

Imagine waking up refreshed. ☀️

Staying calm and focused throughout the day. 🧘

No anxiety or frustration. 😌

Our blend of Glycine, Taurine, Rhodiola, Phosphatidylserine, and Manganese supports relaxation and stress management. 💪

Say goodbye to caffeine jitters and junk food binges. 🚫☕🍔

In just 10-20 minutes, experience tranquility without drowsiness, even at night. 🌙

✨ Transform your life with our gene-smart solution for stress management.
✨

Click the link below to try it now and embrace a calmer, more focused you!
☀️

[🔗 Shop Now]

#StressRelief #NaturalCalm #FocusedMind

—

Word Count: 138

2.

🌿 **Discover Your Inner Calm!** 🌿

😞 Stress, anxiety, and low energy levels making life unbearable? Tired of caffeine crashes and sleepless nights?

☀️ Imagine a natural solution that works in just 10-20 minutes. Our supplement combines ancient Chinese and Indian Ayurvedic herbs with modern amino acids and botanicals. 🌿

🤔 How does it work? Key ingredients like Glycine, Taurine, Rhodiola, Phosphatidylserine, and Manganese promote balanced stress response, anxiety relief, and relaxation. No drowsiness—even at night!

Ready to transform your life? 👉 Click the link now and experience tranquility and energy like never before. ✨💪

Word Count: 112

HAND WRITTEN COPY DRAFTS

1.

SL : 😬 Struggling with stress, anxiety and low energy? 😬

Tired of mental exercises or caffeine overdoses providing no results? ☕

Imagine a natural solution which helps you to relieve anxiety and stress within just 10 minutes.

Imagine being energetic and calm throughout the day. 😊

You are no longer required to live a zombie-like life. 🧟

With BodyBio's Calm made with ancient Chinese and Indian Ayurvedic herbs with modern amino acids and botanicals, you can achieve the peace of mind you always desired. 🌿🕊️

With our blend of ingredients like Glycine, Taurine, Rhodiola, Phosphatidylserine, and Manganese, you'll feel relaxed without the drowsiness. ✅

☀️ Click the link below to try it now and embrace a calmer, more focused you! ☀️

REVISED

😓 **Struggling with stress, anxiety, and low energy?** 😓

Tired of mental exercises or caffeine overdoses providing no results? ☕

Imagine a natural solution 🌿 that relieves anxiety and stress in just 10 minutes.

****Feel energetic and calm throughout the day.**** 😊

No more living like a zombie. 🧟

With ****BodyBio's Calm****, made with ancient Chinese and Indian Ayurvedic herbs, plus modern amino acids and botanicals, you can achieve the peace of mind you've always desired. 🕊️

Our unique blend of Glycine, Taurine, Rhodiola, Phosphatidylserine, and Manganese ensures relaxation without drowsiness. ✅

☀️ ****Click the link below to try it now and embrace a calmer, more focused you!****
☀️