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Who are you talking to?

- a. Concerned husbands and wives who want their children to be safe even if something happen to them (car accident)

Where are they at now?

- a. Scrolling on Facebook
- b. Awareness - Level 1.5
- c. Sophistication - Level 2
- d. Painful current state
 - Worried that something can happen to their children
 - Uncomfortable while driving or while the woman is being transported because of the belt
- e. Dream state
 - Their children to be safe no matter what happens to them
 - Feeling comfortable while driving or while someone is transporting them

What action do I want them to take?

- Click the link and buy the product

What are the steps/feelings/thoughts they need to see/feel/experience to take that action?

(Video breakdown)

- a. Stop the scroll
 - Pattern recognition - Seeing themselves (or their husbands see their wives)
 - Doing something unusual with a belt
- b. Retain
 - Showing different angles of using the product with different women
 - Transitions with animated scenes (shows how the product works in a car accident)
 - Transitions of captions with different desires (for example - more comfortable etc)
- c. CTA
 - Simple CTA - "Get yours now"

(Copy breakdown)

- a. Stop the scroll
 - Telling them about a major threat that they probably don't know about
- b. Retain
 - Presenting the product
 - Presenting specific (and short) details about the product
 - Teasing a little bit of the mechanism in the same sentence
 - Telling that this is best way of solving the problem (and they can do that because they backed up this claim with the previous sentence)
 - Bullet points with desires
- c. CTA
 - Adding urgency (50% OFF for a limited time only!)
 - Risk reversal (try it 30 days for free today)