

WINNER'S WRITING PROCESS

Who am I talking to?

Mostly women aged 21-48, who are looking for jewelry to complement their style, clothes, to show character, who are concerned about the quality of the product and taking care of the "experience" in a given brand. Who want to feel beautiful, appreciated and noticed by people around them as well as the opposite sex. They are also afraid of what the complaint process will look like, it can take a long time, be rejected (e.g. because it is a rather expensive product). They would like to see themselves as full of class, elegant, truly feminine and beautiful

Where are they now?

Honestly, I think the only thing stopping them is a lack of trust in the quality, because they look awesome

We need to make a video showing the advantages of these bracelets, e.g.

1 shows a strong clasp with a durable string

2 quality of beads

3 shows that it does not get damaged during everyday activities

I think that as a new brand we should focus on this because others are already trusted and do not need to do this, and we do

Scrolling on FB

Current levels

Pain/Desire - 3/10, they have some interest, but they know that there are many on the market and they do not want to choose, they do not think that it is that important (the devil is in the details), they consider this as the best solution

Belief in the idea that jewelry is the solution - 4/10, they are not sure that this will complement their style and this is what they need, they need some social proof

Trust in Crystal Breaks - 3/10 they do not know this brand, they see that looks okay, but they don't know it and that's what holds them back the most, the brand doesn't present itself as a Leader, they don't have experience with it

What do I want them to do?

Click the link with the intention to buy

What do they need to see/feel/experience in order to take action I want them to, based on where they are starting?

We need to create the feeling that our jewelry is better than the jewelry of our competitors.

(photos on the grass definitely won't help)

For now, we can only do this with 1 method, which is to take the best quality photos and posts that best show our jewelry up close.

Reworking the photo descriptions to guarantee great quality, reminding people that if anything happens, they will get a 100% refund, until we get positive opinions.

Headline: Raising credibility, trust, teasing

2nd line: Quick CTA, link to the website

3rd line: Curiosity bullet

4th line: Curiosity bullet

5th line: Curiosity bullet

6th line: Curiosity bullet

Headline:

“Elegant jewellery that enhances your confidence”

2nd Line:

✨ Feel special with a 100% money-back guarantee! ➡ [Link to Website]

Curiosity Bullet 1:

🔗 Strong clasps, built to move with you.

Curiosity Bullet 2:

💎 Beads that shine and add elegance to any outfit.

Curiosity Bullet 3:

🏆 Jewelry that makes you stand out with style.

Curiosity Bullet 4:

🔄 Hassle-free returns — wear it with confidence and peace of mind.

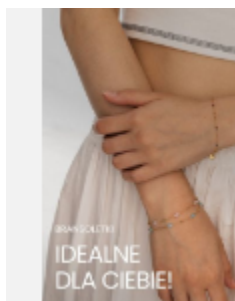
The photo will look somewhat like this:



2nd ad would be a 4 sec video somewhat like this:

<https://www.facebook.com/ads/library/?id=1524982451715191>

However with a bracelet and we want to show it from this angle (after the unboxing)



Description to the video:

Discover Crystal Breaks Bracelets ✨

Crafted for women who value quality and style. Featuring durable clasps and premium beads, designed to withstand everyday wear. Feel elegant and admired. Enjoy a **100% satisfaction guarantee** with every purchase.

#CrystalBreaks #Jewelry #ElegantStyle #DurableJewelry #FashionTrends
#QualityCraftsmanship #Bracelets