

who am I talking to

Mostly women aged 30 to early fifties looking to improve the appearance of their skin and make it glow. they have tried a range of products but none of them seem to have the desire they are looking for, so they will not be so easy to convince that this product will have a different outcome from all the other ones they have tried.

where are they now

since these are middle-aged women, they are either housewives or working women who don't get that much time to try to look after themselves. they are probably scrolling through Instagram, Twitter, or YouTube looking for different skin care remedies and can't seem to find anything that matches what they are looking for.

what action do I want them to take

I want them to first of all get hooked by the ad either on Instagram or Twitter and then they'll be so intrigued by curiosity that they'll visit the products sales page where they'll then purchase the product.

what must they experience inside my copy to go to the action I want them to take

first of all, I want them to get hooked so they can continue reading after the headline. I want them to trust me and believe that the product I'm offering has been under their noses all this time and they should not let this chance go to waste. I want to give them the confidence that even after purchasing this product there will still be no loss for them since they will get their money as long as they can show me some kind of proof that they used the product and it did not work as we promised.

what are their roadblocks and solutions

Their skin looks old and wrinkly and no matter what they do, no matter what product they try out nothing ever seems to change.

The solution to the problem is to apply the product on their skin at night before they go to bed and wake up feeling refreshed and looking much better than they expected

Personal analysis

I think I may have said stuff that may have made the reader a bit skeptical like when I said the product was what kept the Egyptians looking stunning in the hot Sahara desert
I also think I may have over sounded like a desperate salesman trying to force someone to purchase his product

THE COPY

Sales page for women's skincare products

DO YOU FEEL LIKE YOU ARE NOT DOING ENOUGH TO LOOK AFTER YOUR SKIN NO
MATTER WHAT YOU DO

I AM GOING TO SHARE WITH YOU A CENTURY-OLD SECRET THAT HAS BEEN PASSED
DOWN ACROSS GENERATIONS. LEARN WHAT KEPT THE EGYPTIANS LOOKING
STUNNING EVEN IN THE HOT SAHARA DESERT

Let me guess you are a middle-aged woman with little or no time to look after yourself and you
are ashamed of being around other people because you feel like you are outmatched. You want
your
skin to glow but you don't want to go through the same time and effort that most women take to
look beautiful.

Well, let me tell you something you don't actually have to waste your precious time moving from
store to store trying this and that when all you have to do is so simple. I'm surprised how very
few women actually try this. the secret to having the perfect radiant skin is hidden in a small
bottle of [brand's name].

The cream inside this bottle contains 100% natural and unique ingredients that have been
clinically and scientifically tested on a wide range and they have proven to work just one week
after you've begun applying, and the best part, is you don't need to stress yourself like everyone
else, just apply at night before you sleep and let it do its work.

Don't believe me, listen to what some of our past clients have to say about it.
[client reviews]

I honestly don't understand why you are still reading when you can be on your way to getting what will change the way everyone has been looking at you. Scientists have also discovered that the ingredients inside this bottle have the same chemical properties as what the ancient Egyptians used for makeup to protect their faces from the scorching heat and dust. Here is what [doctors name] said

"[doctors review]"

This is the product you have been looking for and it is only 19.99\$. Guess what there is no risk on your side coz, if the product does not work as we promised, we shall refund your money in full and you will still get to keep the product as long as you can provide proof that you used the product and it didn't work.

Well, I could talk and talk about this product but in the end, it all comes down to you. do you want to be the same old-looking woman who is even afraid to look someone in the eye or do want to be the beautiful confident woman who will pull all the men towards her, the choice is yours.

[order product]