

who am I talking to

I am talking to Lisa, a 35-year-old woman who wants to begin making her skincare products because she is tired of buying products from the store that are filled with lots of chemicals that are not good for her skin. She has no prior knowledge about making her skincare products and she needs someone who will teach everything she wants to know.

where is she

Lisa is on YouTube looking for tutorials on how to make her skincare products. She has seen hundreds of videos but all of them feature difficult procedures that are hard for her to follow. she is also looking for someone who will teach her everything she wants to know and will be paying more if she sees that it is worth it

what action do I want Lisa to take

I want Lisa to purchase the ebook after watching some of my client's tutorials on YouTube on making skincare products

what must she experience to perform the action I want her to perform

I want Lisa to watch some of my clients' tutorials on how to make your skincare products after which she will want to purchase the ebook which is talked about at the end of the videos.

what are her roadblocks and what is the solution to the roadblocks

she has yet to find the right person to teach her all that she needs to know about making her skincare products.

the solution is for Lisa to watch some of my client's tutorials which are simple to understand up to the end where she(my client) talks about her ebook with more of her recipes to prepare your skincare products.

personal analysis

I tried to match with my avatar, Lisa by giving her a sneak peek at what she'll find inside the ebook since she is an absolute beginner with no prior knowledge about making your skincare products.

I don't think I brought out how unique this ebook is and what sets it apart from everything else that she has tried and has not worked for her

## **Whipped To Perfection: The Ultimate Beginner's Handbook to Homemade Skincare Success**

It's time to elevate your glow with our easy-to-follow guide to crafting customized skincare at home. Discover hundreds of simple step-by-step recipes that will teach you the art of DIY skincare. With our expertly curated eBook, we will transform the way you care for your skin.

Here is a sneak peek at what you'll find inside the ebook,

**Body Butter Basics:** Dive into the alchemy of body butter creation. Uncover the fundamental principles that elevate your skincare routine to an art form.

**Multiple Recipes:** Move beyond the ordinary and explore a treasure trove of diverse recipes. From luxurious creams to revitalizing balms, our collection ensures your skincare is as unique as you are.

**Essential Tools:** Equip yourself with the insider tools that transform crafting into a breeze. Discover the must-haves that make your journey from novice to expert seamless.

**Customization:** Break free from one-size-fits-all skincare. Learn the art of customization, tailoring each product to your unique skin needs and desires.

**Best Ingredients:** Unveil the hidden gems that make your skincare creations stand out. Explore a world of premium ingredients that redefine what it means to pamper your skin.

**Safety & Hygiene:** Elevate your skincare game with a masterclass in safety. Understand the importance of hygiene and ensure every product you create is a testament to professionalism.

**Fragrance Options:** Immerse yourself in a universe of scents. From subtle undertones to bold expressions, discover the art of infusing your skincare with the perfect fragrance.

Perfecting Texture: Banish the woes of clumpy or runny textures. Master the secrets to achieving the perfect consistency in every skincare creation.

Making Adjustments: Your skincare, your rules. Learn the delicate art of tweaking recipes to suit your evolving preferences and skin needs.

Scaling Up: Ready to share your skincare prowess? Explore the intricacies of scaling up your production while maintaining quality and efficiency.

Packaging: Elevate the allure of your creations with eye-catching packaging tips. From practical to Instagram-worthy, discover how to present your skincare gems.

Preserving: Ensure your skincare delights have a lasting impact. Uncover the methods to preserve freshness and potency, guaranteeing your creations remain as potent as the day they were crafted.

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