

FB Ads Copy Draft

Push-up link: <https://rumble.com/v4mfdlw-pushups.html>

My client's product: Skincare business providing ACNE CREAM

1 - Who am I talking to?

I am talking to women who have deep insecurities about their skin problems, acne, and pimples which make them unconfident in themselves and worthless they cry about it a lot, they get anxious a lot when they go out, and they are afraid that people are going to pick on it and it's going to embarrass her, their age range is around 15-20+ years old, and they live in Malaysia.

Painful current state - They feel **ugly** about the way **their skin looks**, they feel **self-conscious** and **anxious** every time they go out, or take a picture, they **lack self-esteem** and **confidence**, and they are afraid of **getting picked on** and **embarrassed** about their appearance, they don't have the **confidence with the opposite sex** they feel **worthless** and don't deserve **happiness**, and they have **tried many things** and ways to fix it but **none of them worked**

Desired dream state - They would have **clear flawless skin** and the **confidence** to do anything they want, they would finally feel **attractive to the opposite sex and others**, they would finally **love themselves**, truly **happy and proud** and **deserve love**, no more **anxiety, embarrassment, overthinking** of what others think of them, they could have **benefits** in every aspect of their life just from healing their skin acne problem, the **confidence** and **dates with the opposite sex**

2 - Where are they now? What are they thinking & feeling? Where are they inside my funnel?

They are on social media, Facebook scrolling through, just randomly scrolling through Facebook and going about their day. They have no specific thoughts but they could feel an opportunity to look for products and items that they want that could change and improve their condition and help them make changes

and improvements to make them happy and satisfied. Or just for entertainment

3 - What actions do I want them to take at the end of my copy? Where do I want them to go?

I want my avatar to click on the link at the bottom of my Facebook ad to go my clients automated dms. Once they click on the link, they will be redirected to the DMS (starting with automated messages) with my client business messenger to know more about the product and make a purchase. My client's business does sales through Facebook and Instagram DMS only.

4 - What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What are the steps that I need to guide them through to take them from where they are now to where I want them to go?

I'm kinda using more of a DIC framework for this copy ,
Firstly they should feel understood by the writer about the problems they faced and they should be revealed with a solution they have never tried before and also lastly they are revealed to the product and by making them believe its gonna work for them , they should exceed the trust and belief threshold , by me revealing some awards and reviews and after that they should click the link to my clients automated DMS to know more about the product

AWARENESS LEVEL - stage 2, They are mostly problem-aware, but not solution-aware & product-aware so would be ideal to point out solution and product straight away in fb ad

SOI HISTICATION LEVEL - stage 5 , They are a sophisticated market as women have been doing skincare for centuries, and how much they care about their looks, and they have tried a bunch of useless products as well.

Roadblocks - a bunch of ineffective products with harsh ingredients
Solution/Mechanism - Use gentle and effective skin products

(Natural herbal acne solution)

Product - My client's acne cream

My personal analysis of copy-

My client's sales process would be in their Facebook DMs with automated messages introducing more about the products so my copy would be a bit longer. I'm not sure if this copy that I use (severe acne skin) is good enough as a niche down for level 5 sophistication markets and I need some recommendations and feedback on how to make it good enough to produce great results before sending it to my client

And someone said I bragged about my product in the other version in previous review , im not sure this version of copy still holds the same cuz I'm just tryna exceed the " trust in company and belief of effectiveness " threshold with some previous won awards and testimonials

thank you

FB AD COPY

It's easy to spend thousands on products and treatments that couldn't help your skin in today's day and age. Harsh and ineffective ingredients are used that worsen severe acne skin. Unlock the true solution to severe acne skin today 📌

Our approach to restoring severe acne skin utilizes the power of Natural Herbal Solution. This is the solution that helped thousands of severely acne-skinned people like you change their skin once and forever.

Our very own solution floods your red spots with **11 acne-slaughtering natural ingredients** such as centella, squalane, ginseng extract, and more. With 0 harsh ingredients, fragrances, parabens, and hormones that worsen your acne all the time.

Looking to hold on to a product that holds all those luxurious ingredients to finally **makeover** your severe acne skin that stayed on your face for years?

KIDOSU would be the answer to your severe acne skin, the product that received numerous awards such as Asia's honesty awards, The most stringent HSA certification, and SGS certification in Asia.

Check out some miracles from our customers who had your problem 🙌

"Having acne-prone skin for many years, I've spent thousands of dollars on treatments without success. After using KIDOSU for two months, my skin has stabilized and improved tremendously. It's incredibly effective, highly recommended!"

"After trying numerous products on the market, I was pleasantly surprised by how KIDOSU truly improved my acne and cleared my acne scars."

If you are looking to finally get rid of the severe painful acne on your face that murders your happiness and self-confidence like a chainsaw massacre.

And throw away the habit of hiding your natural skin by urges to wear heavy makeup.

Click the link below to perfect flawless skin you've always dreamt of and find out more! 🙌

PS: There is a 60-day money-back guarantee if you don't see big improvements in as little as 7 days!