

The 4 (ish) questions from the Winner's Writing Process

1) Who am I talking to? Who is reading this copy?

- Niche: Dermatology and beauty for women

Ideal Target Avatar:

- Gender: Women
- Age range: 25-35
- Occupation: Usually a social one
- Income level: Mid
- Geographical location: Riyadh, Saudi Arabia
- Marital status: Want to get married/Getting married

2) Where are they now emotionally & mentally?

They are stressed about their physical appearance: acne, dark circles under eyes, gummy smiles, etc.

Society says that women with these features are unattractive, hence they get them removed.

3) The reader's roadblocks

They may have tried treatment before at other dermatologists and didn't like how it turned out.

This is usually a skill issue.

My client has proved herself skilled with a giant list of customers who have been with her for 10 years after trying out other clinics - this is also thanks to her good communication skills.

4) The solution mechanism to the roadblocks above (This stuff is from successful transformation testimonials of top players)

Derma procedures such as fillers, botox, scarlet, laser hair removal, etc done by a qualified dermatologist with many reviews about her work. (My client fits this description)

5) At the end of this piece of copy, what actions do I want them to take?

At the end of this reel, I want them to go to my client's bio to inquire about the clinic's services. (To then come and pay for a procedure)

6) What do they need to go through (thoughts, emotions, sensations, imaginations) to make them take this defined action?

They need to see the before/after pictures of previous patients and the aesthetic improvements they've undergone.

They also need to see how good that would be for events such as weddings that they are about to attend or other social events.

My copy

Tested?

This is a TikTok video I've made for my client (and posted).

It's a before/after of a filler injection to get puffy lips.

Target avatar sophistication

The client's followers don't know the different procedures to improve their skin. Hence we post stuff on socials to show them what each procedure can do to someone's face. Over time my client and I have been thinking about talking about what to do post-treatment, etc.

Personal analysis

Positive points:

- Leveraged AI to make this video a lot quicker with more attractive transitions (the client liked it too)
- Copy takes advantage of DIC since we want the cold traffic reading to act in the end.

Potential improvements:

- The copy might have performed better if it was shorter, but I also wanted to put all that information there. Is this right?
- I think I could have made this post into a story if I could get the patient to send a picture of themselves in a social setting showing how much better they feel about themselves now.
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The copy for review:

[Link](#) to Tiktok video (not dangerous)

**Translations below*

Scene 1:

Do you want to make your lips full and nice?

Scene 2 caption 1:

Filler helps to brighten (make more glowy) (and fill) lips for a more symmetrical and youthful look.

Scene 2 caption 2:

And also:

- It promotes collagen
- It makes the skin glow
- It helps give a lighter skin tone

Scene 3:

Get in contact with us through the bio to book a consultation or for inquiries

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Thanks G's!

[Pushups link](https://rumble.com/v4de39o-100-pushups.html)

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