

1. Who am I writing to?
 - People with insomnia struggling with sleep
2. Where are they right now?
 - At facebook AD, scrolling mindless
3. Where do I want them to go?
 - Buy the program that will fix their insomnia
4. What steps do I need them to take to get there?
 - Make them very intrigued and interested into the program

Headline: ** Annoying Sleepless Nights That Ruin Your Sleep? **

Tried everything to fall asleep but don't see the results?

Discover [company] - a quick way to see the deep sleep that delivers

Are you experiencing this?:

😡 Get frustrated to get sleep every night

😞 Getting very little to no sleep

🏠 Find yourself staying awake all night

Our 7-day program is the right tool for your best night sleep if you are struggling with these frustrations every night.

So, are you ready to get deep sleep like a king and be more productive?

Click here to transform your sleep like never before.