

# Advanced Copy Review Aikido Submission

## TomT

### 4 questions

#### Who am I talking to?

- The target audience is nail technicians aged 17-19, and 20-35, looking for the nail electric file (nail e-file, nail driller) to file the client's nails.
- Men(10%) Women(90%)- Hey Babes
- 16-40
- Certified nail technicians, DIY nail enthusiasts/ consumers who want to get their nails done, and students, Nail Salon Owners, Nail Technicians or Nail DIY enthusiasts/consumers who want to get their nails done and students
- Income: \$2000- \$4000
- Based in Europe
- The Avatar is Sarah, a nail technician who works in the salon, she isn't satisfied with using her current e-file and is looking for a new one.
  - She has her clientele to whom she does nails, and most of her nail designs come from nail inspiration from TikTok or Instagram
  - When she buys the cheap nail e-files (\$50-\$100) on Amazon, the outside forces she is always scared of the nail e-file's turn off after using them just for a month

#### Where are they now? (sophistication level, where are they emotionally, inside the funnel)

- She is aware of the existence of e-files from TikTok videos and reels
- In Europe, she doesn't know a lot of nail supply stores that would have high-quality e-files for long-term use
- There are a lot of Asian nail supply stores, but she doesn't trust them since they don't have any visible credibility from customers (testimonials), social media, or website
- **Painful state**
  - The e-file dies after a month of use
  - Wasting time reading reviews on Amazon from a product, that doesn't bring a similar result compared to the reviews
  - Price and lack of reviews
  - Noise and vibration, low RPMs
  - Poor battery life
  - The handpiece is attached directly to the e-file- it cannot be plugged out
  - the motor was not strong enough to continue to file if I pressed even slightly too hard for it
  - it doesn't unlock and lock because I feel like eventually that whole on top will get loose over time- no locking mechanism to attach the nail bit into the e-file handpiece
  - Wrist pain from 7-9 hours of working in nail salon
  - If you are used to a drill closer to the multiple 100-dollar range, you're going to notice the wobbles and stalls.

- **Dream State**

- 1. I love the sleek design- easy to hold.
- 2. The handpiece is very comfortable... like writing with a pen comfortable
- 3. The control box and the handpiece are very very quiet
- 4. 10-bit carbide and diamond bits for acrylic are amazing.. less effort when it comes to filing and shaping.
- 5. The price is wonderful... Budget-friendly and I must say I am very pleased with this purchase and will continue buying Kupa Products because I love it
- 6. So far is amazing on natural nails... and I was positively outdone with the way my acrylic and gel nails turned out with my shaping and design using this amazing E-File
- 7. I am ambidextrous, so the forward and reverse mode on this amazing product is SEAMLESS and I absolutely
- I don't have to worry about the cord
- It is so quiet the vibration is not high
- It cannot damage you- you can damage it if you are not careful
- Lightweight, beautiful, stunning details
- Easy to manage, compliments for her clients
- No vibration
- Compact handpiece to hold on to no wrist pain
- No heat in the e-file after using it for a long time

- **Roadblocks**

- Out of budget
- Lack of trust in other e-files, high sophistication level from using other short-lasting nail e-files



**What is the objective of the copy?**

To make a purchase of e-file on the website and proceed to the checkout page

**Website product page:** <https://nsrcosmetics.com/products/nsn-nail-driller-r8> (for a design aspect only, not trying to promote the product in TRW)

**What steps do they need to take to convert?**

They need to believe that this e-file will last them for more than just a month than other Amazon cheap \$100 nail e-files

They need to be aware of the advantages that they will get after purchasing the product.

It also needs to be backed up with all the testimonials and social proof (videos and reviews) so it raises the trust that this e-file is going to work in the long term.

They need to imagine how easy and simple is filing with this nail e-file going to be for 7-9 hours of working in a nail salon and envision how they won't get any wrist pain again.

All of the problems and advantages need to be mentioned since it would raise trust and they were looking through Instagram and TikTok reviews and videos

### **Analysis of the copy**

The copy itself misses the pain and dream state points above. Language-wise it goes from one point to another which can make it confusing. From reading the first lines, there are a few areas like "seamless experience" which can be perceived as vague.

No button at the bottom that would guide them back to the top to choose from the glossy or matte variation of this product.

Inside the copy, there is also a missing section for mentioning glossy and matte variations for the potential customer to understand.

### **Copy of the landing page**

Product section and landing page section with pictures-

<https://nsrcosmetics.com/products/nsn-nail-driller-r8> (for a design aspect only, not trying to promote the product in TRW)

## **If You Buy The Cheapest Nail E-file, It Suddenly Breaks Down After Just Month Of Filing.**

The top of the e-file gets loosened, while you are desperately trying to file your client's nails.

Simply put:

When you are scraping all the colors from the e-file, the motor inside is not powerful enough to file off the color...

Or even shape and round the nail.

Instead, beginner nail technicians put huge pressure on each nail, which will completely shatter the surface of the nail bed.

That's what all of the renowned professional nail techs were doing when they filled for the first time.

In contrast, they purchased our 3 nail e-files that would let them do nail prep and gel color removal.

Without even overthinking about the nail e-file vibration for more than just 3 hours.

Because we have carefully researched the **6 major nail technicians' problems** with e-files from the worldwide market and turned them into...

## **6 Top-Notch Features Included Directly In Our R8 Nail E-file.**

- Irresistibly Powerful 35 000 RPM Nail E-file motor
- 5-day Long Battery Life
- 5 Adjustable Speed Settings For Prep And Nail Removal
- Smooth and polished Material
- No Noise, No Vibration, No Wrist Pain
- 6-month Warranty

Alongside with a reflective firm metal finish and a golden detailed holder grip...

While keeping your hand stable without any wrist pain.

What you are going to feel in your hands is just more than a sleek and smooth material finish.

But with a non-slippery surface to the material you will have your hand attached almost every day.

## **Would you ever be hesitant to any uncomfortable wrist pain after 3 hours of use?**

In contrast, you will first notice the quiet and strong motor that will effortlessly take down all the gel or acrylic without putting any pressure on the nail bed.

Whether you are a beginner or a professional nail technician, who only used nail e-files barely lasting for 2 months from the worldwide market.

Our nail e-files are more than a common "2 month" e-file purchase syndrome that you always get regretful about.

Instead, you will shape, round, or file your nails like any professional nail technician without thinking about e-file replacement for more than 12 months.

## **Regardless of your nail technician experience**

Even if you are a newbie in the nail tech game.

The great news is that.

Taking down any gel or acrylic color for nails is...

Simple.

It takes less than 5 minutes to remove all the gel polish from the nails thanks to our 6 key attributes.

And your manicuring turns out to be a completely different process that all of the clients in your town would desperately crave to have their nails done with.

## **Powerful and Irresistible 35 000 RPM Nail E-file motor**

File down all the gel or acrylic colors efficiently while feeling no vibration or slippery with the strongest Nail E-file Motor on the worldwide market.

## **5-day Long Battery Life**

Thanks to a 5-day long-lasting battery, your R8 nail drill is ready for the start and end of the week without even recharging every time you finish working.

## **5 Adjustable Speed Settings For Prep And Nail Removal**

Prep your nails with various 5-speed settings.

From the lowest nail buffing speed to moderate speed rate to a strongest of 35 000 RPM, R8 is packed alongside the strongest motor on the first dial.

## **Smooth and Polished Material**

Seamlessly file nails with the polished material finish of the reflective firm metal and golden detailed holder grip, which keeps your hand stable and non-slippery.

## **No Noise, No Vibration, No Wrist Pain**

Work with a smooth and quiet nail e-file without causing terrifying pain to your wrist.

## **6-month Warranty**

Premium nail e-file, premium warranty.

The 6-month warranty will cover any of your nail e-file purchases so you are confident with your investment for your long-term miraculous nail tech journey.