

WWP made with ChatGPT with the info I gave him just to give context for the person reviewing the copy:

1. Define the Business Objective:

- **Objective:** The goal is to increase engagement on Instagram, particularly through likes, comments, and shares.

The ultimate aim is to build a strong connection with the audience, fostering trust and encouraging them to take further action, such as booking a consultation or purchasing the NanoStria treatment.

2. Choose the Funnel/Marketing Asset:

- **Asset:** The marketing asset chosen is an Instagram swipe post, which is designed to tell a compelling story about a client's transformation using the NanoStria treatment.

This asset is ideal for engaging the target audience, as it allows for a narrative to be told visually and textually over several slides.

3. Define the Target Market:

- **Demographics:** Women aged 20-45, located in Ipatinga, MG, Brazil.
- **Psychographics:** These women are likely to feel insecure about their stretch marks, especially in social situations like going to the beach or being intimate.

They have likely tried other treatments without success, leaving them frustrated and skeptical. They desire confidence, beauty, and the ability to feel comfortable in their own skin.

- **Behaviors:** The target audience spends time on social media, particularly Instagram, where they are exposed to beauty and lifestyle content.

They may follow beauty influencers, skincare brands, and other accounts that promote self-care and body positivity.

4. Analyze the Current State:

- **Audience's Current Experience:** Many women in this target group have tried various treatments for stretch marks, such as carboxytherapy, Striort, and expensive creams, with little to no success.

They feel frustrated and disappointed by the lack of results and may even have experienced additional pain or skin discoloration from these treatments.

- **Market Awareness:** The audience is aware of their problem (stretch marks) and has likely encountered other solutions, but they may not yet know about NanoStria or

how it differs from other treatments. They may be skeptical due to past experiences with ineffective treatments.

- **Sophistication Level:** The audience has some knowledge of stretch mark treatments but may not fully understand the innovative aspects of NanoStria.

They are likely to be wary of new treatments unless they can clearly see the benefits and understand why NanoStria is different.

5. Define the Desired Actions:

- **Primary Action:** The desired action is for the audience to engage with the Instagram post by liking, commenting, and sharing.
- **Secondary Action:** The secondary action is for the audience to comment with a specific word (e.g., "Transform") to receive a direct message offering a free evaluation or more information about NanoStria.
- **Tertiary Action:** Building enough interest and trust to eventually lead the audience to book a consultation or purchase the NanoStria treatment.

THE NEW QUESTIONS (ANSWERED BY ME)

Why Should the Reader Engage Now?

Hook Their Attention: Readers are likely distracted by other content. Your copy needs to immediately answer "What's in it for me?" from the reader's perspective. Focus on the reader's benefits, not just your desire to sell.

Because I talked about a direct pain, that relates with their tribe (people that feel pain with stretch marks)

Why Should They Act Immediately?

Create Urgency: Your call-to-action (CTA) must compel immediate action. Whether it's clicking a link, purchasing a product, or signing up for a webinar, make sure there's a strong reason for them to do it now rather than later. Consider limited-time offers or new product launches to enhance urgency.

There's no reason for them to act immediately. I can say that summer is arriving, but I already said it in the past 3 reels, so I don't want to repeat it.

What I'd do is trigger their emotion to get them to act fast due to the pain they are feeling.

However, this reel is more to build trust and make people aware of the treatment.

Why Choose Your Product Over Competitors?

Differentiate Clearly: Highlight why your product or service is better than both direct competitors (similar products) and indirect alternatives (e.g., free YouTube content or

completely different solutions like drugs instead of fitness). Make your unique value proposition clear and compelling.

Because it's completely unique when compared to other treatments:

It's definitive (once made and kept forever)

It's fast and short (just from 2-5 sessions)

Doesn't hurt. It's not a painful treatment

PLUS: it's made from the inside out. This makes the skin more uniform

THE ACTUAL COPY

Hook:

"After years of hiding your stretch marks, it's time for a real solution. NanoStria doesn't just cover them up—it removes them for good, so you can finally feel confident in your skin."

Body (Story):

For so many women, stretch marks are more than just lines on their skin—they're a constant reminder of insecurity. You've tried creams, painful treatments, and covered up, yet the frustration remains every time you look in the mirror.

NanoStria is different. It's not another quick fix—it's a real, lasting solution. Unlike creams that just fade your stretch marks for a while, NanoStria works from the inside out, boosting collagen production to restore your skin's natural beauty.

No more hiding. No more stains. Just smooth, beautiful skin that lasts.

Picture this: You wake up, look in the mirror, and for the first time in years, your stretch marks are almost gone. That's the transformation NanoStria delivers.

CTA:

Why wait? Click the link in my bio and book your NanoStria appointment today