The R.E.A.L. Skin Method eBook Funnel Copy + Workflow

Sales Page Copy

Hero Section

✨ Gorgeous, confident skin isn't about doing more—it's about doing what matters. ✨

Forget the 10-step routines and Sephora hauls. The R.E.A.L. Skin Method is the dermatologist-designed roadmap to help you finally love the skin you're in.

👉 Yes, I want the eBook!

Problem Section

Be honest—how many half-used serums, creams, and "miracle" products are collecting dust on your bathroom counter right now?

You've spent the money. You've watched the influencers. You've done the facials, the TikTok hacks, the all the things.

And yet… you still look in the mirror and think, meh.

I see you. I've been there. And I'm here to tell you: it's not you. It's the noise.

The R.E.A.L. Method Teaser

That's why I created The R.E.A.L. Skin Method.

- R – Reveal what your skin is really telling you
- E – Edit your routine and ditch the fluff
- A – Align your skincare with your actual life + goals
- L – Love the skin you're in at every age

It's not about chasing perfection. It's about finding confidence, clarity, and calm in your skin.

About Dr. Mina

I'm Dr. Mary Alice Mina—dermatologist, surgeon, podcaster, mom, and your new skincare BFF. I've spent nearly two decades helping women stop spinning on the Hot Girl Hamster Wheel and finally feel good in their skin.

I don't believe in doing all the things. I believe in doing the right things.

And this eBook? It's the shortcut to get you there.

Final CTA

👉 Stop guessing. Stop wasting money. Start your R.E.A.L. skin journey today.

Button → Get the eBook Now

🎉 Checkout Page Copy

Product Image: (Your eBook cover goes here)

Product Name:
✨ *The R.E.A.L. Skin Method eBook* ✨

Short Description:
Finally—skincare without the noise. This dermatologist-designed guide will help you cut through the clutter, simplify your routine, and feel confident in your skin again.

Order Bump Idea:
👉 *Add my Skin Type Guide for just $7*
Think of it as your personal cheat sheet—so you'll know exactly what your skin needs (and what it doesn't). No guessing, no wasting money. Just clarity.

🎉 Thank You Page Copy

Header:
🎉 Congrats! Your skin journey just got REAL 🎉

Body Copy:
Hi [First Name],

I'm so glad you're here! Your copy of *The R.E.A.L. Skin Method eBook* is on its way to your inbox right now. (If you don't see it in a few minutes, check your spam or promotions tab—sometimes it plays hide and seek 😉).

This is your first step to simpler, smarter, glowier skin—and I can't wait for you to dive in.

Cheering you on,
💕 Dr. Mina

🔄 Email Workflow

Email 1: Delivery (Immediate)
Subject: Your R.E.A.L. Skin Method eBook is here 🎉

Hi [First Name],

Your skin journey just got REAL. 🙌

Here's your copy of The R.E.A.L. Skin Method eBook:
👉 [Download Here]

This isn't about a "perfect" 17-step routine (because who has time for that?). It's about clarity. About knowing exactly what your skin needs—and letting the rest go.

I can't wait for you to dive in.

Cheering you on,
Dr. Mina 💕

Email 2: The Agitation (2 days later)
Subject: Still stuck on the hamster wheel?

Hi [First Name],

Quick story: I call it the Hot Girl Hamster Wheel. 🐹

You know the one… endless products, facials, treatments, TikTok hacks—yet somehow, you're still not getting the results you want. Exhausting, right?

That's why I created The R.E.A.L. Method—and why you grabbed the eBook. It's your roadmap out of the chaos.

If you're tired of guessing and second-guessing, you're in the right place.

Love,
Dr. Mina

Email 3: Nudge Toward Next Step (3 days later)

Subject: Your skin deserves better than confusion ✨

Hi [First Name],

Here's the truth most people won't tell you: Your skin doesn't need more. It needs what works.

The R.E.A.L. Skin Method was your first step. But if you're ready to go deeper, I created my Aesthetic Primer Course—so you'll finally understand which treatments + products actually move the needle (and which are just hype).

👉 Learn more here [link]

No fluff. No gimmicks. Just real skin care.

To your glow,
Dr. Mina

Email 4: Testimonial + Gentle Push (5 days later)

Subject: From "meh" to radiant ✨

Hi [First Name],

One of my patients told me: "I've never felt this confident in my skin—and I'm doing less than ever before."

That's what I want for you.

The eBook gave you clarity. The Aesthetic Primer will give you confidence. No more wasted money, no more second-guessing—just a clear path forward.

👉 Ready to step it up? Enroll in the Aesthetic Primer Course today → [Course Link]

Let's get REAL,
Dr. Mina