

For context: I'm designing the website of a jewellery design and manufacturing company. They offer ready-to-order pieces or design your jewellery from scratch. I'm submitting the copy for the Home Page for review.

The 4 Questions

1. Who am I writing to? Who is my avatar?

- A resident in Johannesburg, South Africa.
- Female Ages 16-45.
- Looking for luxury personalised jewellery, either for themselves or someone special to them
- **Current state:** Concerns & frustrations:
 - authenticity of pieces
 - quality
 - unwelcoming/unhelpful customer service
 - limited sizing & customisation
 - unethical and unsustainable sourcing and labour practices
 - pushing them to pay what they can't afford
 - delivery delays and damaged products
 - embarrassed about: lack of expertise, nervous about a special occasion, overspending, wearing outdated/non-stylish pieces
 - insecure about fit, suit and affordability
 - external judgement for wearing expensive pieces. or the other way around - for wearing cheap pieces
 - maintaining their desired public image
- **Dream state:** Desires:
 - patient and warm customer service
 - memories and meaning connected to every piece
 - beauty and sophistication
 - freedom of expression of self, flaws and personality
 - feeling of confidence, power and individuality in every room
 - wants to impress romantic partners, colleagues and clients, themselves
 - deep connection, love and belonging with loved ones
 - gratitude for life's moments and achievements
 - pass on pieces down a legacy

2. Where are they now? What are they thinking, and feeling? Where are they inside my funnel?

- They're at the 2nd step of the funnel, having clicked the link in the Instagram bio to get to the home page
- Looking to browse what we offer, find out more about us, buy a piece or book a call to get their own custom piece.

- **Physically:** for them to explore a website or intend to purchase a product, they're sitting in a comfortable place, in their home or office etc.
- They're thinking:
 - "Saw these earrings on Instagram, they're sooo pretty. But they're a bit expensive, I wonder what other earrings they have to accomodate me. Or any other jewellery that truly is unique and pretty"
 - "My wife's birthday is coming up, she loves jewellery. Do they have something special for her?"
 - "Might pop the big question soon. It's gonna be expensive. Who are these people? Can I trust them with such a big investment?"
 - "Is it only custom jewellery? Or do they have made-to-order?"
 - "Do they actually use real stones?"
- They're feeling:
 - Nervous. Want to gift someone or themselves a meaningful piece of jewellery but don't know where to start. Or might be looking to propose and don't have jewelery expertise.
 - Curious and intrigued as to what we have to offer.
 - Romantic; looking to gift their significant other something memorable. They have an average level of expertise/knowledge/understanding on what to get them.
 - Self-confident and excited; to celebrate themselves or an achievement, or spoil themselves. Or to make themselves more beautiful and sophisticated.

3. What actions do I want them to take at the end of my copy? Where do I want them to go?

Diverge into one of our funnels:

- Application funnel for custom jewellery
 - Sales funnel for made-to-order jewellery, where they go down different funnels for different categories or just browse the entire collection
- ### **4. What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What are the steps that I need to guide them through to take them from where they are now to where I want them to go?**
- The experience:
 - Must feel welcomed. Into a warm, elegant environment.
 - They must be visually stimulated and impressed by the home page, which should symbolise that our jewellery is physically also that beautiful.
 - Must imagine the more beautiful version of themselves wearing our jewellery. The confidence and the self-actualisation.
 - They must be able to feel themselves wearing the jewellery, or placing it onto themselves or onto their significant others.
 - Must imagine the self-actualisation of self-expression, achievement
 - Must imagine the status and respect they will receive from wearing or gifting expensive and authentic jewellery
 - Must feel safe and trusting because of our credibility, ethical sourcing and authentic materials.

- They must understand better who we are as a brand, and what we represent.
- They must feel safe, like we're speaking to them 1-on-1 JUST for them. They must feel that we incredibly want to help THEM, not ourselves.
- They must also feel safe in a sense of trust. It's not a scam.
- Steps:
 - I need to:
 - Create an aesthetically pleasing, and emotionally evoking page
 - Give them warmth and safety
 - Encourage them to order or browse
 - Give vivid and emotional descriptions of our jewellery, connecting it to the desired mental journey indicated above
 - Position the company as authority, in order to evoke belief
 - Offer free-value in exchange for their follow

Roadblocks and the mechanism to solve the roadblock

Roadblocks:

- elevating their status and self-actualisation by expressing themselves or improving their physical appearance.
- Intimately expressing or commemorating love and experiencing a deep connection.

Mechanism: lasting pieces of handcrafted jewellery, specially designed and tailored for them or their loved one. Either:

- Made-to-order jewellery that reflects their taste, and is manufactured JUST for them.
- Jewellery designed from scratch by them and also manufactured JUST for them.

Level of awareness and sophistication

The women are incredibly aware of the need for beauty and self-confidence. Regarding sophistication, 99% of them have bought jewellery before to elevate an outfit or their appearance, so they have an understanding of their taste and what looks best on them. Most of them, however, have not designed a piece of jewellery from scratch, so they need to feel guided and safe in that regard. They are low-moderately aware of the technical elements i.e stones, materials and architecture

Value ladder, value equation, dream outcome

The company's value ladder, in ascending order: (*ready-to-order or custom made*)

- Instagram follow

- Sterling silver jewellery. Prices: from \$85-\$150 when converting Rand to dollar.
- Jewellery incorporating moissanite gemstones only. \$150 - \$310
- Jewellery incorporating luxury stones (platinum, diamond, gold). Prices - \$350+, with the most expensive ready-to-order piece right now being \$1004.
- Customers can scale the stones and intricate design they want to use and my client can easily source the material. For reference, the top player in the area has sold for \$4 800 dollars but my client hasn't sold that high yet.

Personal Analysis of Copy

I'm trying to make the language as kinesthetic as possible - it's the factor I believe will spark the most curiosity regarding this market; that element could certainly be improved specifically in the short subheadings. Like in the first section where I say "feel the intimacy" and "express your heart", those phrases sound sales-y. I've racked my brain trying to make it less sales-y.

Another key element I believe can improve is evoking the need for self-actualisation, I should be manipulating it more effectively and I'm not sure how - specifically in the 3rd section. When analysing top players, their language is very concise in that section, so I've trimmed what I initially thought to write. I want to explain more around the meaningfulness and sentimentality of custom pieces without sounding word-y. Additionally, the 4th section's subheading sounds too cheesy; I want to convey the idea of an engagement ring commemorating a deep, eternal loving connection.

Have I tested the copy?

No.

100 bodyweight squats link

<https://rumble.com/v4aio4q-aikido-submission-4.html>

The Copy

1st section: Slideshow

Slide 1

Radiate confidence with the piece true to you

<<<EXPLORE>>>

Slide 2:

Feel the intimacy in our handcrafted bespoke pieces

<<<OUR COLLECTION>>>

Slide 3

Express your heart with your own custom piece

<<<CONTACT US>>>

2nd section: categories

Our Elegant Collection

Made-to-order pieces exclusively handcrafted for you

Earrings Necklaces Rings

3rd section: custom design

Custom Design

Craft your meaningful, unique piece tailored to your budget. We're here to guide you through the entire process, ensuring you feel that wave of confidence wearing a piece that connects to your soul. We're offering you a free consultation and valuation, in person or virtual - whichever is best for you.

<<<Book a Consultation>>>

4th section: engagement rings

Eternal Promises To Your Timeless Love Story

Engagement Rings

(Carousel of some pieces)

<<<VIEW ALL ENGAGEMENT RINGS>>>

5th section: short “about us”

CALIENTE DESIGNS BEAUTY & INNOVATION SINCE 2013

Caliente Designs is a Jewellery Design & Manufacturing studio in Johannesburg, South Africa. Established in 2013, our passion lies in crafting unique, accessible pieces for all our clients.

Our Heartfelt Commitment

We pour our hearts into two core values: gifting the finest jewellery of unmatched quality and creating a warm, friendly environment for you. Each piece is crafted with love, handing you a unique work of art that captures the essence of who you are. We cherish not just stunning jewellery, but the meaningful connection and expression it brings..

6th section: reviews

7th section: follow instagram

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<<<Follow Our Instagram>>>