

WINNERS WRITING PROCESS

Business Type: Health and Beauty Product Store

Business Objective: sell products

Funnel: Social Media Funnel

WINNER'S WRITING PROCESS

1. Who am I talking to?

Women

Age- 15-55 Are into beauty products and want to look the best, (Side Note: Some of them will have a go-to brand for eyelashes so I'm going to have to consider that when I do my copy.)

Want to be more confident in themselves, They want to appear more beautiful to themselves and their tribe

Want some type of respect from others right

Where are they now?

They are scrolling on meta (face or IG) just wasting time typical girl shit seeing what's going on in the world

1. What do I want them to do?

I want them to stop. check out my ad, check out my store, and buy the product I'm advertising or a different product!

2. What do they need to see/feel/experience to take the action I want them to, based on where they are starting?

They need to see something pop to catch the eye even to take some time to read. They need to feel that the value they are getting is worth it, they have a feeling that the product will work. When they click on the website they need to trust it!


DRAFT

It works so well that you might have to trim your eyelashes

Grow your short and thin eyelashes into long, luscious, natural lashes in as little as 30 days!

You might be thinking "Why would I try this the only thing I'm going to get out of this is an eye infection"

I remember thinking the same thing until I pressed the 'add to cart' button, and made the purchase myself. As I show you how the results I got I want you to know this is the best thing you can do for your eyelashes! I was in your shoes one upon a time girl...

The good thing is you are just a button away from saving your eyelashes 



BEFORE



J

June R.

★★★★★

This eyelash solution really surprises me. After using it, it really makes my eyelashes grow longer. I will continue to purchase and use it.



AFTER

