

Goal: Book leads for my client by using a free dechlorinating shower head as a lead magnet. The client wants people to book a free water analysis/assessment in order to receive the shower head.

Target Market: Women ages 28-40

Problems They Face:

Hair loss or Thinning hair

Dry itchy scalp

Frizzy hair

Confidence issues due to their hairs state

Want chlorine and other harmful chemicals out of their water

Dream State:

Thick, Volumized hair

Healthier hair

Avoid hair loss

Higher confidence due to better looking hair

Sophistication: Understands that they are showering with hard, chlorine filled water which causes their hair to be poor quality. They feel frustrated by it as they have yet to find a solution to fix this problem.

Avatar: Sasha

Sasha is a 35 year old woman who is facing hair loss and thin hair. She suffers from confidence issues faced with her hair quality. She reads about chlorine and chemicals being in her tap water and fears the long term effects of them. She wants to have salon quality hair and look and feel as she did when she was a teenager.

Ad Copy: Facebook reel around 15-25 seconds long

Want to know how to get salon-quality hair at home? Our new shower head has the answer!

Our shower head's integrated carbon filter removes chlorine which will leave you with noticeably shinier, smoother hair. In fact 95% of our users reported healthier, better looking hair just after one week of use! For a limited time get a complimentary shower head when you book a FREE water analysis.

Unlock your hair's hidden shine, Get your free shower head by clicking the link below.

