

Who am I talking to?

it's women between 25 and 45 struggling with getting regular menstruation cycles during diagnosis called PCOS, wanting to get pregnant

Where are they now?

They want to fix their irregular periods and get pregnant. PCOS constantly messes up their stress levels, periods, and pregnancy. They don't have much knowledge about getting pregnant, but they know that they need to fix their problems with menstruation AND basic things like their illnesses and commonly recognized terms like PCOS.

Pains: consistently uncomfortable situations and problems related to health, fear of not getting pregnant, etc.

Desires: Finally get pregnant, Have regular menstruation cycles, no problems and insecurities related to health.

They're sitting on social media trying to cover up their pain with short-form content, not confident about how to get their goals done

(P.S. The prospect that I'm trying to reach out to mainly helps with period problems, not fertility)

What do I want them to do?

Get curious and click the link to the landing page

What do they need to experience to take action?

Killer hook;

Intrigue and actually get curious about how we can help them;

Social proof that we really can give them what they want.

(MY PERSONAL ANALYSIS IS RIGHT AFTER THE COPY)

Format of copy: FACEBOOK ADS

This is a free value copy that I will present to my prospect. Or present it after we make a deal.

since it's Facebook ads, I've included both text and visual components of the ad

From the visual perspective, I think the best way to hook them visually is to show sad women struggling with something and feeling unwell. OR to show something related to menstruation cycles, like blood, menstrual pads, etc.

COPY:

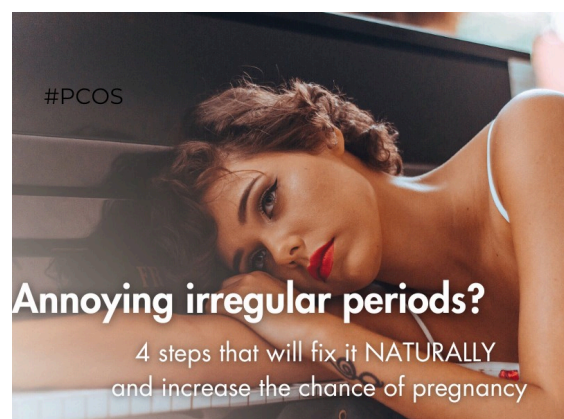
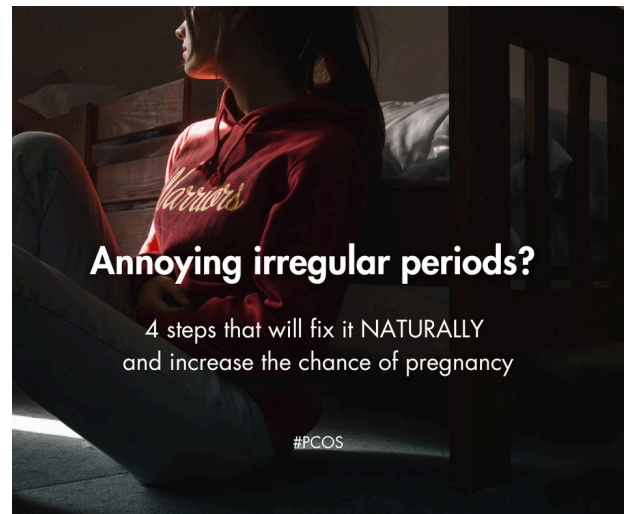
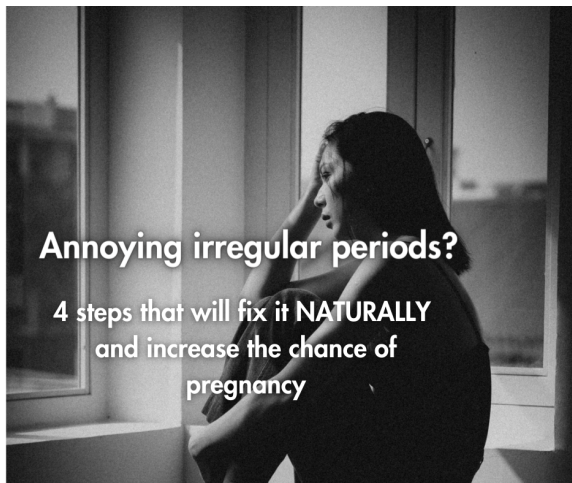
How can I regulate my periods during PCOS?

If this question is chasing you desperately, join other 300+ women who've already gotten the answer and successfully made it into reality.

With this program, you'll get:

- Predictable periods
 - Balanced hormone levels, even if you have PCOS
 - Speed boost in your pregnancy journey
- (see how program members have done it in the link below)
-

Visuals:



My personal analysis

Copy:

I wonder whether I broke the DIC format and did CTA too early, right after the hook. Probably should have made some more INTRIGUE section

I think I've provided a good example of social proof, **but 'successfully made it into reality' can be vague and lacking personalisation and specificity**

2 things that are intended to create curiosity:

(see how program members have done it in the link below)

and

“four steps that will fix it NATURALLY and increase the chance of pregnancy.”

I think **(see how program members have done it in the link below)**

can create curiosity, but not massively. I need something that massively blows the curiosity of the reader.

“four steps that will fix it NATURALLY and increase the chance of pregnancy.” -

I think this can make the reader think :

What four steps they're talking about? I want to know, let me check, just in case; maybe they really can help me, or at least I will get some sort of knowledge.

Visuals:

focus on bold and darker images since the fertility niche is full of soft colours like pink, white, etc.

BE DIRECT

WHOEVER analyses the copy, PLEASE be direct. Destroy me as much as possible so that I can come back **stronger**.

LET'S GO G. IT'S TIME TO LEVEL UP FOR ME.