

Instagram/Facebook ad for a bookstore

The 4 questions

1. Who am I writing to?

Book readers who are excited about the winter reading season. They miss the nostalgia that comes with reading in the warmth of their home. They don't have books ready for reading and aren't aware that their time for preparation is running out.

2. Where are they now?

They are on social media scrolling. They aren't aware that there isn't much time left to get their books ready in time for winter reading season. Some have even forgotten the nostalgic feeling of reading in the winter. And some just don't feel like going outside in the cold to buy books.

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

I want to remind them of the nostalgic reading in the winter and get them to order books via DM so they can experience it.

4. What must they experience in my copy from where they are now to taking the action I want them to take?

First I must remind them of the winter reading feeling, make them feel the nostalgia of it, and how nice it was the last time.

Secondly, I must remind them that there isn't much time to get ready in time for it. Their time is almost out.

Thirdly, I provide them with a simple solution. To order from our bookstore. They don't even have to go out in the cold to make it in time for the holidays.

And finally, I give them a simple guide on how to order the books they want.

The reader's roadblocks and the solution

Roadblocks:

There isn't much time left to get their books in time for the holidays.
They have to go outside in the cold to buy the books they want.

Solution:

To order from us. They get fast delivery and don't even have to go out in the cold just to get their books ready in time.

Personal analysis

I am not sure about the flow of the copy, since it was a problem in the last 2 copies I submitted.
This time I paid more attention to it.
And I'm not sure about the transition into the CTA where it mentions to not worry. I tried asking chatgpt on how to improve it but it wasn't much of a help, it was too salesy.

The copy



Are you ready for the most majestic reading season?

At home, lying in the warmth and comfort of your bed. Under the cozy winter blanket that you have adored since you were little.

With your favorite pajamas on, a beautiful view of the snowing outside, and your favorite hot drink in your hands to keep you warm.

Of course, don't forget the books you have saved just for the winter holidays. Your favorite genre that you can get lost in for hours on hours.

And if you still don't have books ready for the holidays don't worry...

There are still 3 days left. You don't have to go outside, running to the closest bookstore in the cold winter weather.

You can sit in the warmth of your home and we will get you the books just in time for the holidays.

All you have to do is DM us the titles of the books you want to read this winter + your address.