

The company we're working with is brand new and our biggest problem right now is to establish trust in the customer by teasing him on our website with a discount combined with pain-testimonial ads + ads copied from top players + discount. In about 3 days we will optimize our website for trust (everything in point 3), as well as possible, so we can actually build trust with them so we can turn them into loyal customers.

(We are located in Poland)

Ad number - 1

Widely known for its strengthening qualities, Howlite, since ancient times, has been used to improve memory and protect from stress. 🍀

At Crystals Break, we have the honor of creating exclusive jewelry from gemstones with smooth-in-touch lapis and bringing balance and inner peace amethysts. 💎

Click the link and check out hand-prepared precious stones. 📌

ELEGANCE

CLASS




CRYSTALSBREAK.COM

Ad number - 2

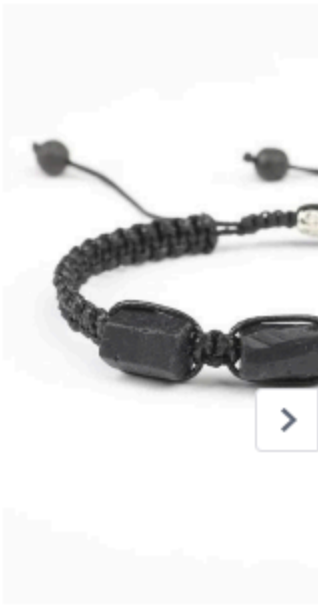

message - *"Discover the beauty and elegance of nature with our exclusive jewelry."*



EXPLANATION

**Astromineral.pl**
Sponsorowane
Identyfikator biblioteki: 3811037355800925

Odkryj Zachwycający Świat Kamieni Naturalnych z astromineral.pl ❤️



ASTROMINERAL.PL
Naszyjnik Półksiężyc 7
Czakr w Żywicy

Shop Now

ASTROMINERAL.PL
Bransoletka Naturaln
Turmalin

With this ad we're trying to model from a top player from our niche „astromineral.pl” 🙌

We're going for a high quality and colourful images with the ability to swipe right to see more products.

Ad number - 3

Find a necklace with a precious stone, which properties, will reflect your exact inner self



Precious Stones

Perfectly handmade jewelry

Complement your femininity and elegance with jewelry, which will last for years.

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Primarily women, as the biggest audience group are women 18-44 (middle-class, pretty much every occupation, Poland) who are looking for jewelry as a complement to their style and clothes, also to show and manifest their character. They tend to have some barriers and concerns about the quality of the product and if the company is somehow unique, stands out and offers "experience" from wearing it. They want to feel pretty, appreciated, and most importantly, seen by people around them as well as the opposite sex partners. They tend to worry that in case they will need to get a bigger size or make a reclamation they would need to wait a long long time, or that it gets rejected. They would like to feel full of class, elegance, true feminine and pretty.

2. Where are they now?

- a. Scrolling on FB
 - i. Not paying attention to every post, scrolling, most often looking for entertainment, less often for a solution to their problem
- b. Current Levels

Pain/Desire - 4/10, people looking for jewelry most likely are already thinking about it, 1-3 times a day at least, they are wondering what would be the best option, "what do I like the most?", they have some level of interest in the idea

Belief that the idea will work - 3/10, they know that it probably would solve their problem and fulfill their desire, however the cost of action is quite high (especially with price as it is jewelry so this word visually amplifies the cost of action, price is relatively low), it may not match their personality or they may have no guarantee from the company (e.g. moneyback 30 days), they may not have experience with this type of jewelry

Trust in Crystal Breaks - 3/10, as Crystal Breaks is a new company and it just started few weeks ago, no one knows it, people are scared and unsure whether to take action and step into unknown, they didn't have any

experience with the company, haven't seen any social proof or a recommendation from their circle of people, they don't see your company as a leading and trendy one

c. Current State / Pain State

They are afraid of jewelry that deteriorates quickly and is of poor quality. *"I am specifically talking about thin gold-plated chains, the strands of which get caught on each other when worn, put on and taken off and break in an ordinary way"*

They are afraid that the jewelry will not fit them

They are afraid that the size of the jewelry will be too small/big. *"It's worth going in person to choose the size."*

They are afraid that jewelry is not gonna come in time.

They are angry at the company for having too little product selection.

They are angry at the company that poorly performs their product/order or refuses to return the product *"Unfortunately, I am disappointed with the quality of the jewelry"*

Their daily frustration is finding good quality jewelry at an affordable price

They have problems with jewelry deteriorating every day

They are ashamed of buying poor quality jewelry *"I regret every penny I spent in this store, I bought two things and there was a problem with each of them"*

They may be overwhelmed by the amount of jewelry they get to choose from

They may feel sorry for themselves because they previously bought other poor quality/expensive jewelry

They feel stressed about having to make a good purchasing decision

People around them may think that they cannot make informed/rational decisions

They don't have enough budget or don't know where to find good quality, decent price jewelry. *"It's hard to find good quality jewelry that isn't terribly expensive"*

d. Dream State

They would like jewelry whose style and color matches and reflects their character, which also looks nice and is carefully made and delivered quickly. (e.g. smooth, handmade) *"Today I received the ring from the courier, it was made to order, larger than the size available on the website, it is beautiful, very carefully made, exactly as I dreamed. Thank you ❤️"*

If they waved a wand and could be whoever they wanted, they would feel fulfilled in some way, important in their group because they have jewelry that other people do not have. (higher status). They would wear it every

day to reflect their value. Of course, also beauty, the satisfaction of having exactly what they want and what they like. If they received jewelry/a compliment from their partner, they would feel closer to him, more intimate and loved, appreciated for their style, and the bond between them would become stronger.

They would have no problem with support, advice, contact and explanation provided by store employees. All possible corrections would be handled quickly and professionally. So that the store really cares about them and makes every effort to help them, e.g. if they need an order within a few days. *"Immediately after ordering, I realized that I had not selected the option of packaging for a gift that I really wanted, so I sent an e-mail to the company asking for this bag to be added. After a few days, I received a reply that the original shipment could not be sent, but the company sent another package with only the gift-packaging, at their expense. Thank you very much once again and I definitely recommend it to everyone!!!"*

They'd like to impress people around them, exes, partners, family, but most importantly themselves that: (It's very often in Poland, myself first)

1. Proving to yourself how good you can look
2. Proving to yourself how well you can be appreciated for your appearance
3. Feeling like the best version of yourself that can only exist because of the achievements acquired through jewelry

They secretly desire:

4. Feeling appreciated and noticed by people around you
5. Feeling beautiful
6. Feeling important
7. Feeling like you belong to a respected group of people (also feeling respected) {it's about being respected}

3. What do I want them to do?

- a. See my ad
- b. Immediately stop scrolling
- c. Read through the whole ad
- d. Click shop now button
- e. If they will click, they will quickly scroll through everything because we don't have that much products also see that we offer limited 20% off discount with special code + they can get 10% off by signing up to a newsletter
- f. Pick something they like, read the description
- g. Take a look on more pictures (We need to do more)
- h. Click add to cart and Add more little products like pendants on the (People also pair it with...) pop up

- i. Confirm their order and pay us

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

1. Run fb ads on facebook
2. Catch their attention with a picture of a woman wearing a beautiful necklace and bracelet and a big discount sign (up to 30% off on your first order!)
3. If we catch their attention, It's so short it's guaranteed they'll read it
4. Again if we have their attention it's guaranteed they'll at least look through our products
5. They will right away see pop-ups on the top of the site about the discounts
6. The description is not convincing, it's typical GPT description that was not design to build trust in a customer with a brand new company
7. Make more high quality pictures
8. Create a pop up like that
9. Make it as easy and comfortable for them as possible f.e. Many payment methods (ask our assistant) pop-up, clear information about the product return,

☐ **List the reader's roadblocks and the solutions/mechanisms to solve them.**

The biggest reader's roadblock is the trust, our products are really high quality and will last for years, but there are 2 major problems

- 1) we don't have any reviews to prove it yet
- 2) This company has about 10 days, so it's not even possible for this company to prove that their jewelry lasts for years

In my opinion, there are 4 options and we have to use all of them at once

1. We can put extra effort in, to establish customer's trust without any reviews or testimonials by f.e. -
 - a. Optimizing the description of EVERY piece and making everything clear without any secrets: this exact piece of jewelry is made from lapis lazuli that comes from this place, and was mined there. We

carefully polish each piece and drill a hole with this tool in a specific way so the rest of the stone stays strong and resistant to damage.

The body of the bracelet - the string is made from this special fiber, resistant to material break. Microfibers inside the string also make it impossible for threads to stick out.
Etc.

b. Each jewelry piece should have it's own video divided into 3 parts

i. First part should show all of the jewelry piece's parts quality

ii. Second part should show how to adjust the clasp size, because it might be confusing why we don't have sizes on our website

iii. Third part of the video should show it's endurance throughout the everyday activities

2. Provide Clear and visible information about the ability to return a product within 14 days of receiving it. Both on the landing page, and on the ad

3. Make many more images of the bracelet, from different angles, every picture has to be high resolution. Make even more image then top players

4. I think our client has sold a couple of his products to his family members, We could ask him to ask them to write the reviews on his facebook page so we can transport them into his website and put it into a home page + on every jewelry piece

5. Then when our main trust problems are solved, we can go into details. The whole meaning, properties and the history of the crystal, f.e. Lapis lazuli was first used by this tribe, as a protection from all of the bad spirits...

☐ **Include your personal analysis of your copy's weaknesses and how you plan to improve them.**

a. Weaknesses

- i. Our Copy itself is not enough to convince the reader to buy, just to direct him to the page and raise trust, belief, and desire as much as possible.
 - ii. We don't use the best photos possible
 - iii. Our Copy doesn't have SEO
 - iv. Our version of top players copies has not been tested yet, so we're not 100% sure about results
- b. Improvements
 - i. Considering it's a brand new company, we could prioritize raising belief and trust, over pain/desire itself.
 - ii. We also should include the WHY and show what we are doing differently than others
 - iii. We can reduce the cost, threshold of Action by offering a big discount, so we have more space to play with trust and belief
 - iv. We should make better photos and use them
 - v. We should SEO our Copy to target our specific group
 - vi. We could focus more on posts styles like Rolex or Aston Martin or Bentley which raises trust, belief, and authority (luxury brands)

☐ **Identify your copy's weaknesses and make an effort to fix them before submission.**

weaknesses

- a. Our copy's biggest weakness is that our company is brand new
- b. Our copy's are not as good quality as the competition
- c. Our copy's color matching is done incorrectly which can make the reader uncomfortable
- d. We don't show any benefits of wearing our jewelry
- e. No consistency in spacing between images

How to fix them

1. Use a better camera to take photos
2. Color grade these photos correctly (put more effort into it)
3. Built trust in our brand through good quality posts/reels on social media
4. Show them that our jewelry brings value and wearing it makes you feel better
5. Make the images more appealing, align them

☐ **Explain how you attempted to fix your issues and ask for feedback on your efforts.**

- a. We did a deep analysis on top players because we wanted to see what strategies they're using and what we can implement without going bankrupt and smaller players 2k-5k followers to see what we can copy from them and use, to go to their level
- b. On smaller players we detected a pattern and things that frequently are being repeated
- c. We've used the pattern and those things to create our new copy
- d. We made a lot of top player analysis to analyze what works in our market

They use ads on instagram, facebook, messenger and they target their audience





FB:


Identyfikator biblioteki: 439686698828150


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Aktywna


Rozpoczęcie wyświetlania 10 cze 2024

Platformy    

Reklama ma kilka wersji. 

Transparentność w UE 


Zobacz szczegóły reklamy



ANIA KRUK

Sponsorowane

Naszyjniki są kluczem do różnorodnych stylizacji! Sprawdź, jak dopełnią każdy Twój look.



ANIAKRUK.PL

Twórz modowe kompozycje

ANIA KRUK

Shop Now

How do they capture attention?

A photo of a middle-aged woman, around 40 years old, wearing a necklace and earrings.

This captures the attention of people who are looking to buy a necklace, bracelet, or those who are not decided on buying anything in particular but are just browsing, probably until they see something that interests them.

Necklaces are crucial to create various styles!

This creates a need for a necklace, especially if someone is already aware of it and has been planning to buy it for a long time. It frustrates them and might compel them to take action just to have something because they can't get themselves to do it, or they can't find something that suits them, but they really want to find something for themselves. (This was literally my situation.)

Check how they complete every look of yours.

It arouses curiosity and hope to find something that finally meets someone's expectations. And most importantly, it encourages action. If someone is interested, they will definitely click.

e. We performed a deep Market Research

Who are we addressing exactly?

Generally speaking, what kind of people do we want to reach?

Men and women (mainly women)

Age: 18-45

Occupation: Any

Income: Both high and low (4500 PLN - 25000 PLN)

Location: Poland

Current painful state:

What are they afraid of?

They fear jewelry that quickly deteriorates and is of poor quality. "I specifically mean thin gold-plated chains, whose links catch on each other during wear, putting on, and taking off, and break in the usual way."

They fear that the jewelry will not suit them.

They fear poor customer service that will not cooperate with them.

They fear rude store staff.

They fear that the size of the jewelry will be too small/large. "It's worth going in person to choose the size."

They fear that their jewelry will not be liked by their friends/family.

They fear that the jewelry will not be repairable after it breaks.

They fear that their jewelry will not arrive after ordering.

They fear that their order will not arrive on time.

Who are they angry at?

They are angry at the company for poorly made products/orders or for refusing to refund. "Unfortunately, I am disappointed with the quality of the jewelry."

They are angry at the company because the jewelry arrived damaged.

They are angry at themselves for damaging or breaking the jewelry.

They are angry at the company for sending the wrong product.

They are angry at the company for having a small product selection.

They are angry at the company for not supporting their payment method.

What are their daily frustrations?

Their daily frustration is finding good quality jewelry at an affordable price.

They have problems with jewelry that breaks.

They have trouble making decisions due to the vast selection of brands/companies offering jewelry.

What are they ashamed of?

They are ashamed of buying poor quality jewelry. "I regret every penny spent in this store. I bought two things and had problems with both."

How does dealing with problems affect their well-being? What do other people in their world think of them as a result of these problems?

They may feel overwhelmed by the amount of jewelry they have to choose from.

They may feel guilty for previously purchasing other poor quality/expensive jewelry.

They feel stressed about making a good purchase decision.

People in their environment may think they are unable to make thoughtful/rational decisions.

What would they say if they had to describe their problems and frustrations to a friend over dinner?

"I'm tired of buying jewelry that looks nice online but looks terrible in reality."

"It's hard to find good quality jewelry that isn't ridiculously expensive."

What is stopping them from solving their problems right now?

They don't have enough budget.

They don't know where to look for good quality jewelry.

Desired state:

If they could wave a magic wand and instantly change their life to anything they want, what would it look like and how would they feel?

They would want jewelry whose style and color match and reflect their character, which also looks nice, is carefully made, and is quickly delivered. (e.g., Smooth to the touch)

Example: "Today I received a ring from the courier, made to order in a larger size than available on the website, it is beautiful, very carefully made, exactly what I dreamed of. Thank you ❤️"

If they waved the wand and could be whoever they want, how would they feel?

They would feel fulfilled in a certain way, important in their circle because they have jewelry that others don't have. (higher status)

They would wear it every day to reflect their value. Of course, also the beauty, satisfaction of having exactly what they want and what they like.

If they received jewelry/compliment from a partner, they would feel closer, more intimate and loved, appreciated for their style, strengthening the bond between them.

They would not have problems with service, assistance, advice, contact, and explanation from store employees. All potential corrections would be dealt with quickly and professionally.

Also, the store would genuinely care about them and make efforts to help them, e.g., if they need an order within a few days.

Example: "I highly recommend it. Beautiful, carefully made jewelry and very nice customer service, very effective in solving the problem :) . I'll add that this is our 3rd order with 696, there was never a problem, jewelry worn without damage for half a year. This time, help from customer service was needed and I was not disappointed. 10/10 :))"

Example: "Quick and hassle-free contact with customer service. In emergency situations, they can save the day with earlier shipping. Thank you very much for making every effort to ensure the package arrived earlier."

Example: "Immediately after ordering, I realized that I didn't select the gift wrapping option, which I really cared about, so I emailed the company asking to add the bag. After a few days, I received a response that it wasn't possible to send it in the original package, but the company sent another package with just the packaging at their expense. Once again, thank you very much and I definitely recommend it to everyone!!!"

Who do they want to impress?

Partner

Current

Future (dating stage, object of affection)

Friends/colleagues

Exes

Current

People in their close circle (friends / close colleagues / coworkers)

People they interact with daily

Family

Cousins who do not fully believe in them or look down on them

All family members to notice that they are doing well in life

Themselves - Highlight this part (Polish mentality)

Proving to themselves how good they can look

Proving to themselves how well they can be appreciated for their appearance

Feeling like the best version of themselves that can only exist because of the achievements acquired through jewelry

How would they feel about themselves if they were living in their dream state? What do they secretly desire most?

Secret desires and feelings:

Feeling appreciated and noticed by people around them

Feeling beautiful

Feeling important

Feeling belonging to a respected group of people (also feeling respected)

Feeling and being a better self (mostly more beautiful here)

Feeling loved by a partner

Feeling like a star

If they were to describe their dreams and desires to a friend over dinner, what would they say?

"You know what Kasia, I was thinking lately about whether something would happen if I changed my jewelry style to something different, maybe natural stones? Do you think Marcin would like it? I'd like him to finally appreciate my style and how I dress."

"Listen Grażynka, I was thinking lately how my social life and maybe the opinion of others would change if I changed my jewelry a bit. How often do you see someone with gemstone jewelry? Do you know anything about it?"

"I'd like to finally feel beautiful and appreciated and for others to think that I am doing well. You know how it ended with Andrzej. I was thinking about new jewelry, maybe with gemstones? I haven't seen many people with it?"

Values, beliefs, and group belonging:

What do they currently believe is true about themselves and the problems they face?

They like natural things around them such as: Natural stones, incense, plants, herbs

They believe in their own worth, want to highlight their own personality, character, and express themselves better

Example: "Beautiful!! They look great on the wrist."

Example: "The bracelet is lovely! :) It looks gorgeous on the wrist, making a subtle and suitable accessory for many styles. I am very happy with the quality of the product :)"

Example: "Suitable for an elegant dress. Well-made. The gold accents look beautiful. The natural black stone has no scratches. I received a lovely green tourmaline. The clasp is strong. The cord is solid. I am very satisfied."

Example: "It looks very elegant, carefully made."

Who do they blame for their current problems and frustrations?

They are looking for a status amplifier in the form of an elegant bracelet and are uncertain when searching about quality. They are angry at e-commerce companies that sell junk labeled as "great quality" which falls apart after a day. They worry about whether it won't fall apart because if it's so elegant and they want to take it to an important meeting, it would be a great humiliation if it breaks.

Example: "The bracelet is lovely and delicate, I'm afraid it will break."

Have they tried to solve the problem before and failed? Why do they think they failed in the past?

"Beautiful, but one broke quickly :("

They have ordered bracelets from similar companies before, and they didn't last long.

How do they evaluate and decide if a solution is going to work or not?

Most often through videos on the store's website, supported by good customer reviews. It would be best if the customer reviews included videos where they test and check the products themselves.

What figures or brands in the industry do they respect and why?

Anna Kruk, probably the most popular brand of this type in Poland, which automatically makes them trust it because it has status, and if it has status, they can buy without hesitation because they are sure it won't break and even if it does, they will get something like a warranty.

What character traits do they value in themselves and others?

Femininity - "Beautiful, feminine, delicate."

Elegance - "The bracelet is beautiful, the stones have a natural, elegant color, I highly recommend ☺"

Tastefulness - "The bracelet is beautiful, delicate, tasteful, and very, very elegant!!! I highly recommend it to those undecided :)"

They want the bracelet to be liked by others.

What character traits do they despise in themselves and others?

It can be anything, it doesn't make sense to look for specifics.

What trends in the market are they aware of? What do they think about these trends?

They do not like gold bracelets, perhaps because they are too commonly seen everywhere.

What groups do they belong to? How do they signal and gain status in these groups?

To the group of people interested in jewelry

They want to signal higher social status by adding pictures of their bracelets

☐ **Indicate if you test your copy and its performance results.**

1. We haven't tested our copy yet

☐ **Explain how your product's strengths and weaknesses play into the value equation**

a. Strengths

- i. Our product is at a good price compared to the competition
- ii. Our product is good quality compared to the competition
- iii. We have better product package's aesthetics than our competitors on our level
- iv. Our website looks professional and neatly
- v. On closer photos, our product looks durable due to materials it is made of

b. Weaknesses

- i. We have not yet built trust and a good brand name
- ii. People didn't have a lot of experience with our product yet, thus we don't have a social proof of its quality yet
- iii. Some product photos contain Nike and Converse logos (leg bracelets photos) which looks unprofessional and may decrease the trust in the product and make it look cheap

☐ **Explain where the reader is in terms of awareness, sophistication, their thought process, and where they are inside the funnel (ogasrne to)**

a. Awareness

- i. It is level 2 Market Awareness. Many of them don't see jewelry as a solution to their current problem and achieving their dream state. Sometimes they just wonder about it and not actually think.

b. Sophistication

- i. It is level 3 Market Sophistication. Only very few brands actually impact the reader and use any decent copy at all. People are more likely to buy with guarantees in that niche, especially those connected to money they spend (e.g. money back guarantee)

c. Thought Process

- i. They do not think that jewelry may impact their lives THAT much, they just mindlessly scroll on facebook, very rarely they actively

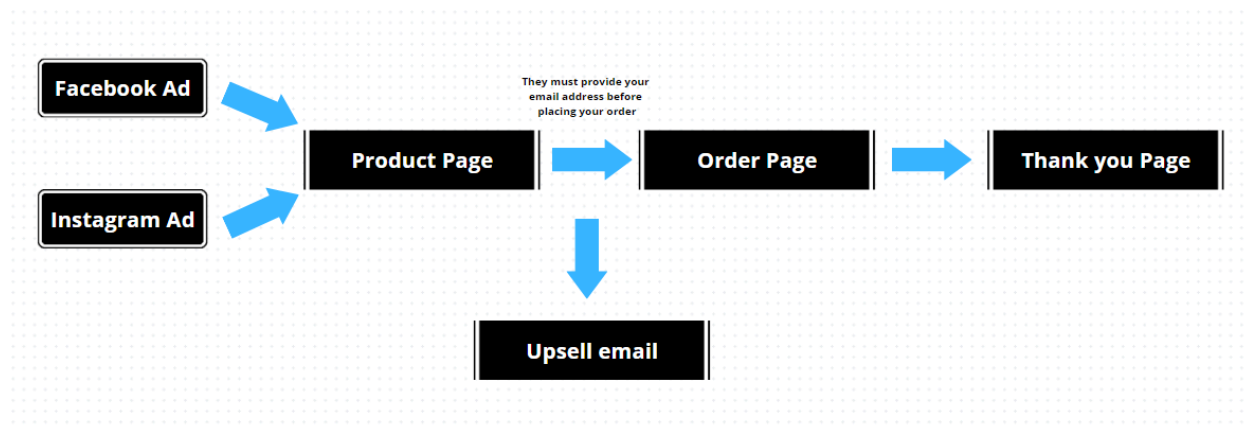
think about solution to their problem or how to fulfill their desire, very often they ask their friends about opinion on jewelry as to they want to be sure that others like, accept and appreciate what they wear

d. Funnel position

- i. They are scrolling on FB (1st stage of the funnel), not aware of this company, not having high enough pain/desire, trust and belief levels, if we were to just tell them “buy” they won’t. We need to raise their levels

☐ **Show and explain the full funnel.**

- a. **Facebook ad, instagram ad** - showcases our ads on social media
- b. **Product page** - showcases our product with some tiny upsells at the bottom of the page
- c. After the product page we force them to provide us with their e-mail. This allows us to follow them up and sell them products in the future. If at any point they were at the product page and clicked our ad but didn’t buy our product. It means they were interested in our product which makes it easier to us to sell them in the future with our e-mails.
- d. Then in the sales page they buy our product, after that we thank them and send them their order.



Additional Requirement:

- ☐ **Share an unlisted Rumble or Vimeo video of you performing either 100 pushups, 100 bodyweight squats, 100 dips, or 100 pullups.**
- ☐ <https://rumble.com/v58okgl-200-push-ups-for-better-review.html>