

1. Who am I talking to?

30+ women (mostly 50+) that wanna reduce aging signs on their faces.

They wanna feel better in their own body and impress others.

2. Where is my reader right now?

Scrolling through Instagram, bored after a work day.

3. Where do I want them to go? What is the next step I want them to take?

I want them to click the link in the Ad and book the service for 15% off.

4. What do they need to see, feel, and experience to get them there? What is the objective of this piece of copy?

I want to trigger their desire, but also leave them with plenty of curiosity to push them over the edge and make them perform my CTA.

To do that, I used urgency and reduced effort in my CTA.

 *Here's the Ad* 

Better than Botox and fillers. We have the SECRET to rejuvenate your skin.

It will make your friends ask you for advice because of your transformation.

And you won't get enough of your refreshed and rejuvenated skin after you've felt its smoothness.

Click the button below to get 15% off Customized Facial and let us do the work.

The Refresh & Rejuvenate offer expires on 08/16.