

WINNERS WRITING PROCESS

Business Type: Online Hair care store

Business Objective: Sell Hair styling Powder

Funnel: Facebook Ad

WINNER'S WRITING PROCESS

1. Who am I talking to?

18-35-year-old males struggling with flat hair.

2. Where are they now?

They are solution-aware; they know they have flat hair and want an easy, effective product.

3. What do I want them to do?

I want them to click the link to buy the product.

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

See: A bold product that adds volume, texture, and is easy to use. Social proof from other satisfied men.

Feel: Confident that Bang Powder will solve their hair issues. Bold and rebellious, aligned with their personality.

Experience: Immediate hair transformation—volume and texture without grease or hassle.

DRAFT

Stand out instantly with this cruelty-free styling powder.

Join 1000+ men worldwide and embrace a style that demands attention.

Bang Powder's **normie-proof** formula contains cruelty-free ingredients that...

Boosts volume

Adds unmatched texture

Leaves a natural finish that speaks volumes!

Ready to turn heads? [Click here to buy your Bang and defy the ordinary!](#)

PS: Join the Bang Club and unlock 10% off your first order!

Not impressed? Return it, but we doubt you'll need to.

REVISED COPY

Tired of Flat, Lifeless Hair? 💣💥

Bang Powder isn't just for hair—it's for risk-takers. Volume, texture, and control in seconds. No grease. No hassle.



Pump up your style



Defy Ordinary



Make every first impression explosive

Join the 1000+ men who've already blown up their style game with Bang Powder. Easy to wash out, designed like a grenade—because your look should be as bold as you are.

Ready to **blast** your hair to the next level?

 [Click here to make your statement.](#)

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