

The Apothecary Table Copy

Type and Platform: Ad, Social Media (Facebook and Instagram)

Objectives:

- Get new customers to visit The Apothecary Table's Facebook and Instagram pages using short-form copy.
- Include a Call To Action with the copy piece.
- Tease the audience with hotwords found from research.
- Use the gimmick fascination to start selling the experience of The Apothecary Table.

Has this copy been tested?:

No, this copy has not been tested because it is a new draft for the client.

The 4 Questions:

1. Who am I writing to?

I'm writing to a woman. This woman is in her late youth years, heading into her midlife years. She is a middle-class woman, who has a husband and three children. She is also employed, working as Human Resources manager at a major bank. Her job is a typical 8:00 to 18:00 shift throughout the whole week, and she has had this job for many years. Her job is a stressful one, as she deals with constant typing, working out how many minutes almost every employee has worked during the month, sorting out wages and salaries, handling disputes in employment court, doing mediation and arbitration for her employers with unions when workers are unhappy, and that has taken a bit of a toll on her health. Right now she is suffering from high blood pressure and an increase in weight due to the stress she is experiencing at work - the paperwork, and her bosses are getting on her nerves nearly everyday. She has used prescription medicines for some time to aid her but they have had little effect in improving her high blood pressure and weight issues. She is seeking an alternative to these medicines and she has high hopes that this alternative will give her the result of improving her health to a better state than what she is currently going through, and concurrently, reduce her weight.

2. Where are they now?

Right now, she feels her health is not where it should be due to the stress she faces nearly everyday at work. Since Western medicines are of little help to her, she is thinking about where to find alternative health sources that can improve her health after consumption. She has searched the internet for these alternative options but she is a bit sceptical, so she has decided to scroll

through social media in order to find what will convince her to purchase these alternatives from the various sellers.

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

I want this woman to visit The Apothecary Table's page, where she has read the copy from, whether it's on Facebook or Instagram, so that she can discover what products they are selling, and find the specific one she is seeking to purchase. Thereafter I would like her to go back to the original ad and click the CTA which will direct her to the Apothecary Table's website so she can explore more of their products which can be of use to her.

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

I want her to feel that she has finally found the place that has all the solutions to her problems. A store that finally has everything she needs to feel like her old self again. She knows that The Apothecary Table will satisfy all her health needs through the solutions which they offer, and she will click on their page/website for more information.

What is my avatar thinking?:

She is thinking about what kind of alternative medicine she could take, and where she could find that sort of medicine. She is also thinking about what she's going through with her daily life at work, and how it is affecting her mentally and physically.

Where is my avatar in the funnel?:

Right now, she is on social media, in this case it's Facebook. She is scrolling through search results, and Facebook Marketplace for herbal remedies that will help her situations. She sees that there are various businesses and sellers, one of them being The Apothecary Table.

Where is my avatar emotionally and physically?:

Emotionally, she is stressed out due to what she experiences at work. Lately, the stress causes her to be frustrated, sad, and not so excited to go to work. Physically, she has noticed an increase in her weight due to the stress caused by her job. She also experiences some headaches due to it.

My Avatar's roadblock and the solution to her problem:

- Over the counter/Prescription western medicine is not improving her health.
- Her knowledge on alternative solutions is little.
- She doesn't know how and where to start looking for alternative medicines.

The Apothecary Table will offer her different homoeopathic solutions which target the exact problems she is facing. She can find the business on social media and on their website, and once she has done so, she can get detailed descriptions and

information on the type of solutions for the problems she has, plus she will be curious to know about the other products on offer by the business.

The Value Ladder:

The value ladder for this copy will start from the social media ad post which will have a CTA. Once the CTA is clicked it will lead to the business' website. The website currently has no free lead magnet, so it will go straight to the sales page which shows the specific remedies that are offered on the ad post.

The Value Equation Element:

$$Value = \frac{Dream\ outcome \times Perceived\ likelihood\ of\ success}{Effort\ and\ sacrifice \times Time\ Delay}$$

Therefore:

$$Value = \frac{Alleviating\ her\ stress,\ and\ decreasing\ her\ weight \times High\ likelihood\ of\ success\ as\ shown\ by\ the\ business'\ testimonials}{Ordering\ the\ products\ online,\ and\ using\ the\ products \times Delivery\ of\ ordered\ products,\ and\ speed\ of\ effectiveness}$$

The Dream Outcome:

My avatar's dream outcome is to have her stress alleviated, and see a significant decrease in her weight, after using these alternative medicines. She does not want to experience the same outcomes she did when using over-the-counter, and prescription medication.

Awareness and Sophistication:

My avatar is well aware of the problems she is facing, she is just having a hard time finding the solutions to overcome them. The sophistication of the market is high because a lot of people have seen, or heard of herbal medicines. There are many businesses that operate within that same niche too, so the competition is a lot.

The Mechanism:

Social media is the starting mechanism here, and the website will be acting as the final mechanism.

The Product:

The products that will be on offer are the Lion Hearted (Motherwort) stress and anxiety remedy, and the Bladderwack weight loss remedy.

The Funnel:

The funnel will go as follows:

1. The reader will see the ad post on Facebook, or on Instagram. They will read the copy, and find the CTA there.
2. Once the reader has clicked the CTA, it will direct them to the sales page of the website, for both the products on offer.
3. From there, the reader can now order and purchase the products.

The Copy:

Are you looking to alleviate your stress levels, and lose some of that weight you've gained? Don't worry, we're not going to recommend any prescription meds to you.

The constant stress you experience has resulted in undesirable consequences. It's tiring that you look into a mirror, and see the pressure of the world on your shoulders while also seeing fat that you never asked for, but enough is enough.

Your step in the right direction begins with our Lion Hearted and Bladderwack remedies by [The Apothecary Table](#).

Our users have experienced wonders with taking our remedies, and that means you can too.

Click these links to find out more about the [Lion Hearted](#) and [Bladderwack](#) remedies. It is while stocks last, so get them before you miss your chance.

#TheApothecaryTable #HerbalRemedies

Personal Analysis:

1. Fascination line sounds like it is more a salesy approach than a friendly one. The curiosity amplifier going along with it is a make-or-break one. Another fascination that I had in mind is "Here are 2 remedies that will help alleviate your stress, and lose weight." That could probably improve the first line, along with the curiosity amplifier.
2. I could do better with the pain amplifier on the second line. Most likely being more specific with the pain will help improve the line. I've added "It's tiring that you look into a mirror, and see the pressure of the world on your shoulders while also seeing fat that you never asked for...". Hopefully it is not a line that goes overboard.
3. The client has not specified any consistent value drivers that the business offers, and I have a feeling that factor will lead to lessening the effectiveness of this copy. I will have to communicate to her to know what value drivers the business offers.