

# COPY REVIEW

## Short context

My client has a landscaping business, and the copies down below are meant to be in the caption for the paid ads we'll be launching today.

- Target audience is people in the ages around 40 to 50, living in a house with their significant other and their children
- The customer is in the first part of the paid ads-funnel, in other words scrolling on social media. I'm trying to catch their attention, making them read the caption and direct them to the sales page where they book a service.

## Copy 1

Are you not having enough time for your children? And when you do have time you probably don't want to spend hours upon hours in your garden, working until your back hurts and sweat dripping all over you body? If that's the case for you, then we have the solution. When you spend your time with your loved ones during the holiday, we make sure to take great care of your garden, and do the work you don't want to do. However, supply is limited, so secure your booking NOW. Click the link down below to book a service - your future self will thank you!

## Copy 2

Imagine the feeling of waking up a Saturday morning, knowing you won't have to spend the whole day gardening. Instead you start your day in peace with a hot cup of coffee on your sofa, smelling the freshly brewed coffee while the sun pours in through the window. At the same time your children are full of anticipation/looking forward to spend a full day together with you. By booking a service from us, this can be your reality. However supply is limited, so secure your booking NOW by clicking the link down below.

## Copy 3

No one wants to invite friends for dinner and have a garden that looks unkempt. Weeds, untrimmed hedges and flower beds not in order are all examples of things which makes your garden unsightly. By booking a service from us, we help you get your garden in order, and make sure you get one of the best ones in your neighbourhood - a garden your friends will envy. Click the link down below NOW to secure your booking - your future self will thank you!