

Hi Nathalie,

I recently came across one of your Instagram posts about eye lashes. While visiting your profile, I noticed that you offer a range of services, including microneedling.

This caught my attention because I have a friend who recently purchased some microneedling equipment.

While exploring your other posts, I noticed a few missed opportunities to attract attention. For instance, one of the captions on your post reads,

"Looking for an Esthetician? Say no more. Let's be Esthie-Besties. Book me today! Link in my bio. Healthy skin is on, ladies. Start booking."

I would suggest using something more compelling, such as:

"Tired of constantly applying makeup? Wishing you could wake up to radiant, eye-catching skin?

At Coral Springs, we have discovered the secret to beautiful skin and are finally ready to share it with the world.

Visit our website (link in bio) to discover the key to gorgeous skin.

I believe this caption will catch the reader's attention leading them to your website to potentially book a treatment with you.

It makes the reader think, "What could this secret be?" or "By visiting the website, I might finally discover the secret to perfect skin."

I would appreciate hearing your thoughts about this caption. Is this caption suitable to catch the attention of your audience? Do you think it fits your target market?

Regards,
Daniel