

Winner's Writing Process: Cosmetic procedures specialist

Objective - Get in 200 new customers.

1. Who am I talking to NOW?

- a. Women 34-55 in Yerevan, Russians and Armenians who want to look beautiful, like themselves and this way stay confident that everyone else also likes them.

2. Where are they at now?

- a. In Yerevan, Currently using/used other clinic
- b. **Awareness level** - 3, Unaware of my clinic and specific unique service I offer.
- c. **Sophistication stage** - 5 → Reset into 3 with my unique service I offer.
- d. **Current state 1** - Frustrated part of the market, hate the experience they got, got lied to about the price/careless staff/Unprofessional deliverer/Fake tools/Terrible results (damage). Primarily Russians from Moscow.
 - i. "Unfortunately, my experience was extremely negative. I went to the clinic for Botox and as a result I received complete blocking of all the muscles of my face. The most unpleasant and frightening thing was the inability to drink fluids and eat normally due to the fact that the lip muscles did not work at all.
 - ii. Moreover, the clinic staff didn't even apologize."
 - iii.
 - iv. "Don't repeat my mistakes, don't think that one of the most expensive clinics in Yerevan = one of the most professional.
 - v. "I have been injecting botulinum toxins every six months or a year for 9 years now. And I have never had such severe ptosis as here. Moreover, in principle, I did not have ANY ptosis from this procedure. Now I can barely open my eyes, I can't look up (my eyelid is blocking me), I can't even draw a basic arrow. According to the doctor, everything is ok. "It will pass" - well, yes, in six months.
 - vi. I'm giving two stars, not one, just because everything inside the clinic is beautiful and even seems sterile."
 - vii.
 - viii. "I made an appointment with a cosmetologist, had a preliminary consultation with RF Morpheus - because the procedure is not easy and recovery is at least 3 days - I planned for a long time and changed plans. On the appointed day, while filling out the form, the cosmetologist "suddenly remembered" and asked if I had used

retinol! And having found out that she had used it, she canceled the procedure. At the consultation a few weeks earlier, of course, it was impossible to tell; she forgot. Bravo for your professionalism.

Special attention to handling complaints, there was no one who would talk to me, the administrator batted her eyes and promised that they would call me. Guess how many times they called me :)

ix. I'm not even talking about compensating for time and nerves, just simply show attention and apologize - and you won't get it."

x.

xi. "The price is inadequate. Juvederm filler injection costs x2 of the price in good clinics in Moscow. Botox is not only Korean, but also by zone. That is, you pay for something that may not be needed in terms of volume, but at least they will inject you somewhere. Find something better at a more reasonable price, and the doctors are normal and work in other clinics."

xii.

xiii. "I was very disappointed with my experience visiting a trichologist who, in my opinion, was incompetent in his work. I turned to him for help with the problem of hair loss, but instead of conducting tests and prescribing the necessary treatment, she recommended me a peeling, which had no indication."

e. **Current State 2** - Go to a clinic where they like what they get even if it's mediocre stuff they get from their bestie for a discount. Primarily Armenians.

f. **Dream state** - Want to look beautiful, the best way they can. Both want to get it quick and painless way and would like to get it non-invasively for good. Want to stay natural, like the way they look and therefore have confidence that others like them as well.

i. "Thank you very much to cosmetologist Anna, my skin has become clean, smooth and well-groomed!"

ii.

iii. "Skin glows after just 2 weeks and pores are smaller!"

iv.

v. "No imposed procedures, everything is strictly according to medical indications and a deep understanding of the issues and with the most modern equipment"

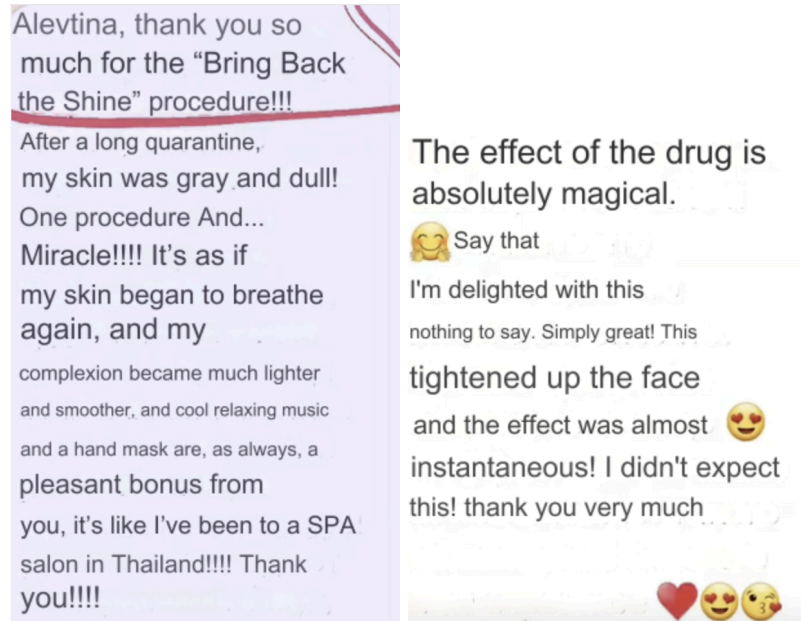
vi.

vii. "I went to other clinics, but there was almost no result. Here the result immediately after 1 procedure is stunning! I am delighted! Everyone just come here!"

viii. "Gratitude to the clinic and the doctor for their outstanding professionalism and care. The treatment experience was impressive - the doctor not only has deep knowledge, but was also

sensitive to my needs. The service was beyond praise: from the friendly staff to the cleanliness and comfort of the clinic. This caring approach made me feel in good hands, which made the entire treatment process much easier. I highly recommend doctor Elen Martirosyan and this clinic to anyone looking for high quality and caring medical care. ❤️”

ix.



x.

- g. **Problem/roadblock** - Roadblock Market 1 - They had to face bad specialists and now don't trust anyone. Roadblock Market 2 - Would like to stay beautiful without invasive procedures.
- h. **Solution** - Solution 1 - A trustworthy specialist with credibility and good reviews. Solution 2 - The non-invasive procedure, that doesn't cause any pain, causing joy and relaxation, takes 40 minutes (one session) to see drastic improvement: No swellings, tighten pores, almost none wrinkles, toned skin, smooth, healthy, moisturized.
- i. Cheaper compared to other alike procedures. 90% as effective. Two stages, the first one - traditional French aesthetic lymphatic drainage massage techniques using hands and machine manipulas, which improve lymph circulation and provide detoxification. Eliminating toxins allows skin cells to be better saturated with oxygen and recover more easily, as well as to fully absorb each active ingredient from the formula of professional Biogeni cosmetics. The second stage - nutrition and strengthening of the skin with the help of professional Biogeni cosmetics. A noticeable lifting effect immediately appears, the skin is tightened, wrinkles are smoothed out.
- j. Biogeni provides restorative therapy after childbirth, plastic surgery, has an anti-cellulite effect and provides a detox effect.

- k. **Product** - Product market 1 - My client and her listing. Product market 2 - My client being the only person to offer this solution.

3. Where do I want them to go?

- a. Stop scrolling
- b. Watch the ad
- c. Read description
- d. Click the button

4. What do they need to feel in order to get there?

- a. Stop scrolling - creative
 - i. Objective beauty
 - ii. Pattern interrupt - human face
 - iii. Shiny element - emoji
 - iv. Movement
 - v. Sound
- b. Watch the ad (Video testimonial)
 - i. Increase their desire and curiosity with hook
 - ii. Increase trust with how tailored the consult was.
 - iii. Increase trust → procedure made specifically for this
 - iv. Pump desire to look as beautiful
 - v. Show them the experience
 - vi. Increase the certainty seeing before and after
 - vii. Not reveal the product → make them curious
- c. Read the ad
 - i. Stay curious and open it with another hook increasing desire
 - ii. Show them the experience
 - iii. Tease the identity they'll get
 - iv. Variable → social proof
 - v. Exclusivity → no one else offers this
 - vi. Cut sacrifice and efforts
- d. Click
 - i. Curious about the procedure
 - ii. Curious about the experience
 - iii. Desire the identity (look so much more beautiful)
 - iv. Call-to-value → discover its name and turn into beauty (identity once more) by clicking "learn more"

The script

How to become a stunning version of yourself without injections in 40 minutes?

I am {Name} and I wondered the same question until I tried this miracle procedure with Alevtina.

This procedure was specially designed to get rid of puffiness, wrinkles, dullness and other blemishes without injections.

Q1. What made you trust Alevtina during the consultation?

Q2. How would you compare your experience during the procedure to?

Q3. What were your first emotions/thoughts about your appearance after the procedure?

Q4. Would you recommend it to your best friend?

Find out more about this procedure by clicking “More details” under the video.

I also believed that without injections it was impossible to become unrealistically beautiful so quickly.

But Alevtina, with the help of her exclusive procedure, decided to prove the opposite

Q1. How would you compare your experience during the procedure to?

Q2. What were your first emotions/thoughts about your appearance after the procedure?

Q3. Would you recommend it to your best friend?

Experience the beauty of this procedure by clicking “More details” under the video.

HOOKS

How to become a stunning version of yourself in 40 minutes without injections? - **3.33% CTR and 0.01 CPC**.

The secret to becoming 9 times more beautiful in 40 pleasant minutes. - **3.25% CTR and 0.02 CPC, 1.41% link clicks**.

Body

Extra 2

💖 How to become 9 times more beautiful in 40 pleasant minutes?

You will be amazed to see how your skin becomes smooth, bright and radiant, making you look like a star.

On the faces of your friends you will see a silent question: “How did you become so beautiful so quickly?!”

It's all thanks to one secret treatment that feels like the coolest spa in Thailand.

This is not mesotherapy, not Botox or Morpheus... You haven't even heard of it before.

Find out how to quickly and painlessly become an impeccable beauty by clicking “More details”.

💖 How to become 9 times more beautiful in 40 pleasant minutes?

Wash away stress and fatigue and get rid of wrinkles, puffiness and dull skin with a secret procedure.

This is exactly what thousands of women around the world have experienced after trying the French “Biogenie”.

Get this unforgettable experience by clicking the “More details” button under the video.

💖 How to become stunningly beautiful in 40 pleasant minutes?

Wash away stress and fatigue and get rid of wrinkles, puffiness and dull skin with a secret procedure.

This is exactly what thousands of women around the world have experienced after trying the French “Biogenie”.

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💖 How to become 9 times more beautiful in 40 pleasant minutes?

Imagine yourself floating in the clouds while you become the most beautiful version of yourself...

That's exactly what thousands of women around the world have experienced thanks to a little-known, no-injection procedure.

Get this unforgettable experience by clicking the “More details” button under the video.

💖 How to become 9 times more beautiful in 40 pleasant minutes?

Wash away stress and fatigue and get rid of wrinkles, puffiness and dull skin with a secret procedure.

And this procedure is without pain and injections, but it is not a HydraFacial or a facial massage, its name is Biogenie.

Get this unforgettable experience by clicking the “More details” button under the video.

💖 How to become 9 times more beautiful in 40 pleasant minutes?

Wash away stress and fatigue and get rid of wrinkles, puffiness and dull skin with a secret procedure.

That's exactly what thousands of women around the world have experienced thanks to a little-known, no-injection procedure.

Find out exactly how she will turn you into a beauty without needles by clicking “More details” under the video 🙌

💖 How to become 9 times more beautiful in 40 pleasant minutes?

Wash away stress and fatigue and get rid of wrinkles, puffiness and dull skin with a secret procedure.

Get this unforgettable experience by clicking the “More details” button under the video.

💖 How to become like a model without injections?

Wash away stress and fatigue and get rid of wrinkles, puffiness and dull skin with a secret procedure.

That's exactly what thousands of women around the world have experienced thanks to a little-known, no-injection procedure.

Get this unforgettable experience by clicking the “More details” button under the video.

💖 How to become 9 times more beautiful in 40 pleasant minutes?

Give your skin a gentle caress while you transform into an unprecedented beauty.

This is exactly what thousands of women around the world have done thanks to this injection-free procedure...

Get this unforgettable experience by clicking the “More details” button under the video.

💖 How to become 9 times more beautiful in 40 pleasant minutes?

Wash away stress and fatigue and get rid of wrinkles, puffiness and dull skin with a secret procedure.

“After a long quarantine, my skin was gray and dull. One procedure and.....
Miracle!” - Marina G.

Get this unforgettable experience by clicking the “More details” button
under the video.

💖 How to become 9 times more beautiful in 40 pleasant minutes?

Wash away stress and fatigue and get rid of wrinkles, puffiness and dull
skin with a secret procedure.

This is exactly what thousands of women around the world have
experienced thanks to a little-known injection-free procedure.

Fall in love with your new, shining self by clicking the “More details” button
under the video 🙌

Variables:

Experience + Identity and a bit of Social proof tweaks:

This has been the experience of thousands of women around the world
during this procedure.

This is exactly what thousands of women around the world have
experienced thanks to this procedure...

And this procedure is without pain and injections, but it is not a HydraFacial
or a facial massage.

“After a long quarantine, my skin was gray and dull. One procedure and.....
Miracle!” - Marina G.

Give your skin a gentle caress while you transform into a fairy-tale beauty.

Experience + Identity Play Options:

Feel yourself floating in the clouds as you change and become the most beautiful version of yourself.

Dissolve the stress after a hard day and look like a Vogue model.

Feel the cocoon of relaxation and luxury while your wrinkles smooth out, swelling goes away and you begin to shine like a star.

Let yourself be overwhelmed by a wave of relaxation that will instantly give you a natural glow.

Hook Options:

💖 How to become fabulously beautiful in 40 pleasant minutes?

💖 How to become like a model without injections?

💖 How to become like a model in 40 minutes without injections?

CTA options:

Fall in love with your new, shining self by clicking the “More details” button under the video 🙌

Find out its name by clicking the “More details” button under the video 🙌

Find out exactly how she will turn you into a beauty without needles by clicking “More details” under the video 🙌

Get this unforgettable experience by clicking the “More details” button under the video.