

Who am I writing to? Who's my avatar?

≡ AVATAR LASHES

Where are they now? What are they thinking, feeling?

My audience is on Instagram. They're bored out of their mind, mindlessly scrolling on Instagram, past a few memes, and a lot of influencers showing how rich they are and how beautiful they are.

What action do I want them to take at the end of my copy?

I want them to like, follow and comment.

What steps do they need to experience?

Firstly it needs to catch their attention.
Then it needs to look like it's something they're interested in.
Then they need to feel like they're going to learn something valuable.
Then they need to click on the profile
Then they need to follow
Then they will come back to the post and skim-read it again.
Then they'll like it and feel incentivized to comment.

Are you trying to enhance your natural beauty?

Girl, your lashes play the biggest role.

The biggest changes I've made in people's lives came from perfecting their lashes and helping them look and feel beautiful and gorgeous.

If you click on my page, you'll see just how many lashes I've turned from short, uneven and barely visible to looking like a celebrity who's ready to walk down the red carpet.

Anyone can look beautiful, AND keep their natural beauty.

In fact, that's how your beauty is amplified, through it's naturalness.

Comment down below your favourite celebrity and we'll show you how to style your lashes just like them.

If you found this post helpful, don't forget to like and follow for more content about beauty, your favourite celebrities' lashes and looking natural, yet beautiful.