

DIRECT RESPONSE HOOKS

Set 2: Pain Point & Objection Handling

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20 hooks built to directly address the most common complaints and objections before the viewer can raise them.

1. ""Nothing works on me" usually means the wrong thing was tried first."
2. "If your skin "doesn't respond to anything," read this before giving up."
3. "You don't have bad skin. You have a routine that's fighting itself."
4. "Sensitive skin isn't the problem. Guessing is."
5. "You've probably tried five products for one problem that only needed one."
6. "If you've stopped believing skincare works, this is for you specifically."
7. "Your skin isn't broken. It's just tired of being experimented on."
8. "This is for the person who's one disappointment away from giving up."
9. "You don't need a 10-step routine. You need the one step you're skipping."
10. "If your skin gets worse before it gets better, here's how to know the difference."
11. "The breakout wasn't purging. It was a reaction. Here's how to tell."
12. "You're not doing too little. You're doing too much, in the wrong order."
13. "If your skin looks fine but feels wrong, this explains why."
14. "Redness isn't always irritation. Sometimes it's a sign you're close."
15. "You've been told to be patient. Nobody told you what to be patient for."
16. "If your skincare budget keeps growing and your results don't, start here."
17. "This isn't for people with easy skin. This is for the rest of us."
18. "You don't need to change your whole routine. You need to fix one habit."
19. "If a dermatologist appointment isn't in the budget right now, start here instead."
20. "Your skin remembers every product you introduced too fast."

All books in this document are original work by Ayomide Victor Oluwatimilehin, written as fictional demonstrations for direct-response skincare video ads.