

CASE STUDIES, GUIDES & REPORTS

Lorena Oberg - The Ultimate Guide to Stretch Marks

Consumer guide / authority-building lead magnet

Balancing expert authority, empathy and a distinctive personal voice.

THE BRIEF	Create an in-depth consumer guide that answers common questions about stretch marks, challenges myths, explains treatment options and establishes the practitioner's expertise without reading like a conventional sales brochure.
MY ROLE	Long-form consumer copy · Educational structure · Tone of voice · Authority building · Conversion journey
AUDIENCE	People researching stretch marks, their causes and possible treatments.
APPROACH	Start with education and reassurance, address myths candidly, compare home and clinical options, explain how to choose a practitioner, and only then move towards the clinic and consultation.

PORTFOLIO NOTE

This PDF contains selected extracts from a larger case study, guide or report. The extracts have been chosen to demonstrate the approach, structure and style of the copy without reproducing the complete project.

01 / SELECTED COPY

Expertise without losing empathy

The guide combines factual explanation with a direct, conversational voice that acknowledges how personal the subject can be.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

What are Stretch Marks?

There can be many reasons for not liking your stretch marks. The important thing to remember is that whatever your reason, it is personal and IMPORTANT to you.

Myths about Stretch Marks

Celebrities don't get them - YES THEY DO!

Men don't get stretch marks - YES THEY DO!

END OF COPY EXTRACT

THE THINKING BEHIND THE COPY

The extract is presented in context to show how the piece combines useful information, persuasive structure and a commercially relevant next step.

01 / ORIGINAL DESIGN

The copy in context

A selected page from the original client document, included to show how the writing worked within the finished piece.



02 / SELECTED COPY

Educate before asking for action

Treatment is introduced only after the guide has covered causes, prevention, myths and home options; the close encourages informed choice rather than promising an unrealistic result.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

How Should I Choose a Clinical Treatment?

There are many things for you to consider when choosing the treatment that suits you.

Research the practitioner and the success rate that each individual practitioner has.

Learning to Love my Stretch Marks

It's important for us to be kind to ourselves.

END OF COPY EXTRACT

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