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# 5-Day Collagen Glow Starter Kit

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## Introduction

This 5-Day Collagen Glow Starter Kit is a simple, actionable program designed to kick-start your skin's hydration and firmness using your collagen supplement. No gimmicks. Real, repeatable micro-habits you can do in 3–10 minutes per day.

## What to Expect

- A clear daily ritual that helps the body absorb and use collagen.
- Three quick recipes you can make in under 60 seconds.
- A printable checklist to track progress and before/after selfies.
- A safe, compliance-friendly plan that avoids medical claims.

## How to Use This Kit

1. Read the Day 1 instructions and complete the checklist box.
2. Watch the linked 30–60 second demo videos for quick form tips.
3. Take one before selfie on Day 0 and one after selfie Day 6.
4. If you purchase a sample or subscription, follow the same routine daily.

## Day-by-Day Plan

### Day 1: Start Right

- When: First thing after water or with breakfast.
- Action: Take your collagen scoop with 8–12 oz of water or mix into your breakfast shake.
- Tiny habit: Drink a full glass of water first thing; set a 2-minute timer to do a 60-second facial massage.
- Goal: Make the ritual automatic.

### Day 2: Nutrition + Pairing

- Action: Try Recipe A (Protein Berry Shake) below.
- Tip: Vitamin C supports collagen synthesis. Add a small citrus squeeze to your shake when possible.

### Day 3: Movement + Circulation

- Action: Add a 5–8 minute movement burst (walk, jump rope, light yoga) before your collagen routine.
- Why: Gentle movement helps circulation and absorption.

## Day 4: Topical Support

- Action: Use sunscreen and a moisturizer after your morning routine. Follow the one-line face massage again.
- Tip: Sunscreen protects newly supported skin from UV breakdown.

## Day 5: Track + Repeat

- Action: Review your checklist. Take the Day 6 selfie. Compare to Day 0.
- Next step: If you noticed improvement, consider the sample offer or subscribe.

## Quick Recipes (3)

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1. Protein Berry Shake (60s)
  - 8–12 oz water or almond milk, 1 scoop collagen, 1/4 cup frozen berries, 1/2 banana, blend.
1. Morning Citrus Boost
  - 8 oz water, 1 scoop collagen, 1 tsp lemon or orange juice, stir.
1. Green Collagen Smoothie
  - 8–12 oz water, 1 scoop collagen, small handful spinach, 1/2 apple, blend.

## Printable Checklist (one page)

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- Day 0: Before selfie taken [ ]
- Day 1: Collagen taken [ ]. Water goal met [ ]
- Day 2: Collagen taken [ ]. Recipe tried [ ]
- Day 3: Collagen taken [ ] Movement done [ ]
- Day 4: Collagen taken [ ] Sunscreen applied [ ]
- Day 5: Collagen taken [ ] After selfie taken [ ]
- Notes: \_\_\_\_\_

## FAQ & Safety

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Q: How long until I see results? A: Individual results vary. This 5-day kit is designed for a short-term boost and to create a consistent habit. Longer-term benefits require continued use.

Q: Can I take collagen with other meds? A: Collagen is a food supplement. If you have specific medical conditions or are on medication, consult your physician.

Q: Any side effects? A: Collagen powders are generally well tolerated. Stop use and consult a doctor if you experience an adverse reaction.

## Next Step: Offer & CTA

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- TY Page Offer: Order a sample sachet for \$1.95 shipping (limit 1 per customer) OR 15% off first month subscription for new signups (first 100 customers only).
- CTA copy examples: "Get my starter kit + sample", "Try a sample for \$1.95", "Save 15% on first

subscription"

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## Landing Page Copy (short, ready-to-paste)

**Hero Headline:** 5 Days to Noticeably Smoother Skin — Free Starter Kit **Subhead:** Download the 5-day plan, watch 3 quick demos, and get a printable checklist to track your glow. **Bullet benefits:** Simple daily ritual. 3 easy recipes. Works with any collagen supplement. **Primary CTA:** Get my starter kit **Why it works (3 bullets):** Supports skin hydration. Creates an easy daily habit. Designed for busy routines. **FAQ preview:** How long before results? Is it safe? How do I take it? **TY Upsell block:** Limited sample for \$1.95 shipping. Add to cart now.

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## 7-Email Sequence (full subjects + short bodies)

### Email 0 — Deliver (Immediate)

Subject: Here's your 5-Day

Collagen Starter Kit Body: Deliver PDF link, 1 minute start checklist, link to sample offer. Ask them to take Day 0 selfie.

### Email 1 — Day 2 Value

Subject: Day 1 done — two quick tips Body:

Reminder + quick 2 tips (water, 60s face massage) + embedded recipe + CTA to buy sample.

### Email 2 — Day 4 Value

Subject: Quick recipe inside — 60 seconds

Body: Embed recipe video + testimonial snippet + CTA.

### Email 3 — Engagement

Subject: What difference did you notice?

Body: Short survey-style ask (reply to this email). Offer to help pick product options.

### Email 4 — Social Proof & Offer

Subject: Join 100s who

noticed softer skin in weeks Body: One or two short testimonials + 15% off subscription offer (limited).

### Email 5 — How to Maximize Results

Subject: 3 small

habits that supercharge collagen Body: Actionable tips + link to community invite (Circle) + CTA.

### Email 6 — Final Push

Subject: Last chance for your starter discount

Body: Scarcity CTA + quick reminder of what's inside the kit.

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## Implementation Checklist for You or Jaden

- Create PDF from this content (done via this report)
- Record 3 short videos (scripts are above; I can draft short scripts on request)
- Build landing page with single-field opt-in + TY upsell
- Connect FB pixel and UTM tracking
- Create email sequence in MailerLite/ConvertKit/Klaviyo
- Launch ads (3 angles, 2–3 creatives each) and monitor CPL + conversion

## Closing (quick guidance)

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Keep messaging simple and benefit-focused. Lead with a realistic, believable promise. Use the starter kit to convert leads into low-friction sample buyers — that sample is the cheapest path to prove product efficacy and lock in subscriptions.

