

My Client's Type of Business: Tattoo Shop/Studio

What is Needed for Review:

1. Winners Writing Process (Who they are + Where I want them to go & how)

Business Objective =

Get persons (who came from Instagram OR from Google Search) to book an appointment after looking through Website

a. Who am I talking to?

- 70% Female/30% Male
- In 20s to 30s
- Moms OR younger women showing off clothing and/or Where they're at
- Both usually have ONE of the following special interests: Family (Kids), Dogs, or Cosplay (Think always dressing up in Halloween costumes/Using face paint),

- Examples:

1. Images 





















2. Google Reviews (Text - from Client) 📌

- **Ashley Fox:** When I was looking for a tattoo shops come in from the healthcare field I always asked to see their sterilization techniques and where they

sterilized. Howard had absolutely no problems showing me his sterilization area and how he sterilizes and uses single use needles. Cleanliness is so important in this industry and that put my mind at ease. But his artwork was the highlight of the tattoo process. I have too many tattoos done by Howard to count. And the **conversation** flows easily with him as your tattoo artist. His talent is unmatched and his love of his job and taking care of people is bar none. You'll be hard-pressed to find anyone better than Howard.

- **Alicia Velasquez:** Indigo was very professional from email to us being at his shoppe, we wanted to make sure that our tattoos were going to be perfect since it was for me and my bestie that's moving to another country. This was my first tattoo and he made me feel really comfortable, loved the **talks** that we had. Even though he is an hr away I would still go to him for my other tattoos he's awesome best experience ever
❤️❤️ Tattoos are Bada**
- **Ashley Harvey:** Had a great experience getting a tattoo out of state. Howard did everything perfectly to my expectations and made sure my friend and I were comfortable. This is one of the cleanest shop I have ever been to. Thank you for the beautiful work and a wonderful **conversation**. AP
- **Amber Massey:** Howard has done 3 tattoos for me. I get compliments on all of them! Howard is also fun to **talk** to and get to know! I recommend him to all of my friends!
- **James Campbell:** Howard is the man! Absolutely love the tiger tattoo he did on my calf. The shop is fantastic, from the great atmosphere with all the **artwork** to the state of the art machinery and cleanliness, I would recommend Indigo Ink to anyone!
- **Naomi Knight:** Howard is an extremely talented tattoo artist. He seriously picked my tattoo out of my brain and placed it on my arm!! I love my tattoo and my artist!!! Thanks so much for making sure I was

comfortable and relaxed! Your one of a kind man! You helped me represent my 3 kids beautifully!!

- **Taylor Corey:** Howard at Indigo Ink is absolutely incredible! He brought my ideas to life and made them even better than I could have imagined. I love getting to show off my tattoos! His work is incredible and I would recommend Howard to anyone!

b. Where are they now?

- **Physically/Where They're in The Funnel** = Were scrolling on Instagram, found a post of ours, checked the profile, and then clicked the link in the bio to enter the Website **OR** Searched for Tattoo Shop Manually via Google and found us, leading them to our website
- **Level 3-4 Awareness:** Know about tattoos (solution) and Found my Client's shop via Instagram initially (Know somewhat of who we are) - (Found off of Google Search = More towards Level 3)
- **Stage 5 Sophistication:** Shops either do Identity plays or experience plays (Was thinking of doing an experience play)
- **Current State** = Want to express themselves/their interest (via tattoo)
- **Desire** = To express themselves in the way they want - Have good looks → They're starting to think that a tattoo would be a good option
- **Cost** =
 - I. Effort = Drive, Booking appointment, Getting a tattoo hurts,
 - II. Time = have to usually wait 2 - 3 months for a tattoo - most tattoo shops just get filled up like this
 - III. Sacrifice = Money
 - IV. Moderate Level Cost (Normal for shops but is still something)
- **Certainty in Idea/Trust in Company** =
 - I. Have seen pictures of good tattoos on Instagram

- II. Saw a Customer Video Testimonial Pinned Post/Story on Instagram (Still building/Making this piece with my Client)
- III. Other small factors on Instagram (Where they came from) include account numbers, the way posts are made/set up, the logo, the bio setup, etc.
- IV. Certainty is Idea/Trust in the Company Level = Moderate to High (5-7)

- **Possible ROADBLOCKS (It can vary from person to person)**

- I. **Roadblock 1** = Person looking to get their first tattoo/have never gotten a tattoo and are not sure how things work
- II. **Roadblock 2** = Afraid of the idea of a tattoo being permanent when they still want one and/or Afraid of how much it can hurt while getting a tattoo (This roadblock can be connected with the first one)
- III. **Roadblock 3** = Just had a bad tattoo experience → Either have a Bad tattoo they would like to fix OR/AND experienced bad customer service → Having to look for someone they can trust (These people will usually come from Google Maps/Search more than Instagram)

- **SOLUTION:**

- I. ***1 Solution that works for all 3 Sub-Avatars/Roadblocks*** 🙌
- II. A Tattoo shop must present itself as a place where artists care about their clients
- III. Tattoo shops must show that artists do their work in a clean, friendly, and professional environment
- IV. Tattoo shops must provide testimonials of how past clients liked their experience
- V. Tattoo shops should have plenty of images showing past tattoos inside artists' portfolios → Provides certainty/trust + Possible Tattoo Ideas for the Customer + Chance of Increasing Desire

- VI. Tattoo shop also makes the booking process simple (and do their best to explain the process if necessary)
- VII. Tattoo shops should also provide cover-up tattoos for people who have bad tattoos

c. Where do I want them to go?

- Make sure to grab their attention when they enter the website initially
- Explore website
- Fill out the contact form → Intent to Book Appointment (Enter Value Ladder)

d. What steps must they take so they go where I want them to go?

1. **Make sure to grab their attention when they enter the website initially (First section of the website)**

- Have some sort of movement going on once they enter → Studio tour, Artists at work, etc.
- Have some sort text that can grab their attention → Either a claim, what makes the shop unique, or a special offer/discount, Special Award, etc.
- Make sure to provide a button that leads them to book an appointment + a way to contact the shop

2. **Explore website**

- **First, have a tattoo portfolio** to build trust + Increase the desire just as they enter
- Have an overwhelming amount of tattoos in the shop's portfolio + either have Previous/Next Slide Arrows OR Movement on House hover for Portfolio images

- **Introduce the artists** (My client owns a private studio, so it is only him alone) → Make sure to have a professional image of them and a bio that explains what they do, their passion, and what tattoo style they specialize in → Make sure as the viewer explores artists there is a way to enter value ladder/contact artist or shop
- **Show testimonials** of various past customers' experiences → Show 1 in Video Form First TO AMPLIFY Text-Based Testimonials right afterward
- THE CONTACT FORM IS NEXT 📌

3. Fill out the contact form → Intent to Book Appointment

- The contact form **should ask** for Name + Contact Info + Description of what they want + Option to attach files
- **Next to the contact form** should be either a reason why they should fill out the form OR/AND should be making the viewer/potential client come up with ideas
- Make sure to add **basic info** about the shop like the Phone Number, Email, Location, Socials, Hours open, etc.

My Personal Analysis:

- The headline for when they enter the website looked/seemed boring so I decided to make sure I used a fascination for it instead
- Noticed that website design doesn't look that great from Iphone perspective → Went back to fix the places that looked bad on iPhone (Text was spaced differently on iPhone since text would take up more room in iphone perspective than on computer)
- Didn't have much talking about the experience inside of the "About" ("Meet the Owner") section of my website, so I decided to tease the "1-on-1-on-1" experience near the end of the copy → Doing a Stage 5 Experience Play in Main Copy inside the Website
- Was thinking about it and realized that some people could be actively searching for a tattoo shop via Google, leading them to this website → Decided to look through some of my client's positive reviews on Google + Made sure to use the Information I got to better describe the experience during/after getting their tattoo (Added more to "Who am I talking to?")

-

[CLICK HERE FOR 100 BURPEES](#) -

Vimeo Password = The Real World

Other Details:

- SM Paid Ad: NO
- High-Value Personal Analysis → What you did to fix it
- **Tested Status** = Hasn't been made public EVER → Don't have a domain for it, so I'll share screenshots of Website + Text of Copy used inside the Website
- **Me and my Client are still working on:** the Video Testimonial, His Profile Pic, and Plugging in Google Reviews for Testimonials

~ COPY TO REVIEW ~

Don't have a domain for it, so I'll share screenshots of the Website + Text of Copy used inside the Website

Screenshots:

Image of arm getting tattooed is part of a video tour of the shop + Portfolio has arrows to move from Previous to Next (and moves on its own every 3 seconds)

Call: 615-541-5411

Email: howard@indigoinktattoo.com

INDIGO INK TATTOO

**#1 Limitation is
Imagination!**

WARNING: Prepare for a
1-on-1-on-1 Experience.

PORTFOLIO:



Meet The Owner

[INSERT PICTURE OF OWNER HERE]

Howard Bell, the talented artist behind Indigo Ink Tattoo who serves ~~Northville, Michigan, and~~ ~~Howell, Michigan~~ has been bringing his creative vision to life through tattoos since 2002. With over *two decades* of experience, Howard has honed his craft to become one of the most respected names in the industry.

Howard's journey in tattooing began with a drive to create lasting impressions on skin in

Howard's journey in tattooing began with a drive to create lasting impressions on skin in an environment that "average" shops can't provide to himself and his clients. Over the years, the dedication to his craft has earned him recognition in various magazines, one being the renowned "[Needled: Seattle Convention 2009 International Tattoo Art](#)" magazine.

Howard Bell specializes in a wide range of tattoo styles, including **color tattoo work, black and grey tattooing, cover-up and restoration tattoos, traditional and neo-traditional designs, trash-polka tattoos, and intricate lettering.** Are you looking to express your personality, a special interest, a unexpected loss, or are you looking for a "why not" tattoo? Look no further, Howard uses precision and a deep understanding of artistry

Remember, the only limit is your imagination.

This all makes Indigo Ink Tattoo a beacon of artistic expression and top-notch professionalism in the world of tattooing. Meaning...

This Is NOT Your Average Tattoo Shop

At Indigo Ink Tattoo, the focus is on the client's vision and comfort. Unlike many other shops that either cling to outdated designs or embrace a dark, heavy metal ambiance, Indigo Ink is all about brightness, cleanliness, and showcasing people's art. Howard believes in creating a space where clients feel at ease and are ensured that *“picked my tattoo out of my brain”* or *“better than I could have imagined”* vibe.

Our clients typically seek custom designs that reflect their experiences & interests, while Howard provides an exceptional welcoming atmosphere, by addressing the **common concerns many clients might have experienced elsewhere**, such as poor customer service, delayed appointments, and issues with rescheduling or refunds. Additionally, Howard offers expert tattoo cover up services to help clients transform tattoos from previous, less satisfactory experiences into something they'll love for the rest of their life.

To put it all together, Indgio Ink Tattoo offers an experience where *you, your artist, & your art* work all together during the experience.

That's why it's a *1-on-1-on-1* experience.

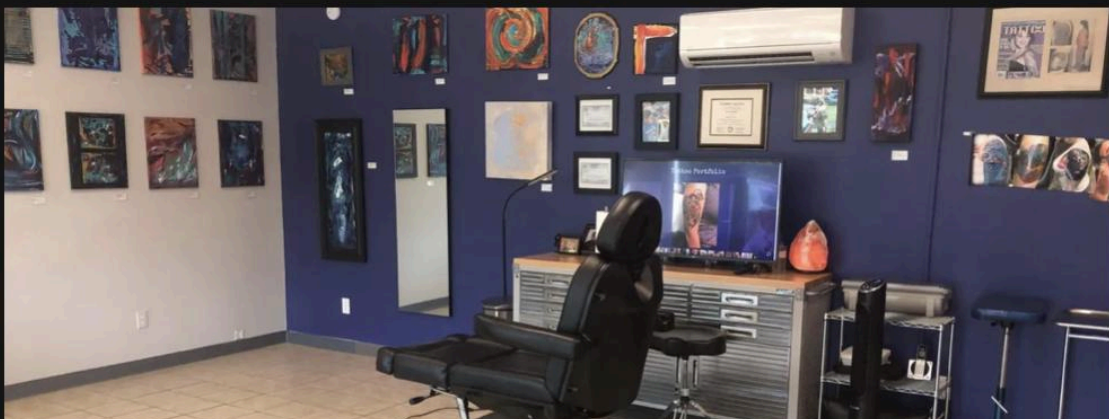
Get Your 1-on-1-on-1

If you're still nodding "*no*" to this offer then so be it. Not everyone gets the *opportunity* to express themselves in front of everybody.

However, if you're **someone who's serious** about getting their tattoo with Howard, then expect people to come up to you and ask:

"Where'd you get that tattoo?" You'll be surprised everytime...

F.Y.I. Howard takes both appointments & walk-ins



*Still Working on Video Testimonial & Connecting Google Business for Google
Reviews/Testimonials With My Client*

[INSERT VIDEO TESTIMONIAL HERE]

Check out what they had to say about Howard



"Check out what others say:" [CONNECT TO GOOGLE BUSINESS]

To show reviews on your site, connect
your account to Google My Business

[Connect to Google My Business](#)

Contact

Name

Email*

Message (Describe your dream tattoo & experience)

 Attach Files

Attachments (0)

I'm Ready, Let's Send It!

This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

Still, can't find a way
to express yourself
through tattoos? We've
all been there, consider
this:

- Think about what lifestyle, experiences, emotions, interests, & stories that represent you the most.

- What kind of tattoo style are you interested in? Some include: Color Realism, New School, Tribal, Ornamental, Neo Traditional, Watercolor, and Japanese styles.

- How large will your tattoo be?

- What's your budget for this piece of art?

- What body part will be engraved with this art?

- Most of all, ask yourself, "Do I want to be reminded of this every day for the rest of my life?"

Indigo Ink Tattoo

Email: howard@indigoinktattoo.com

Call: [614-233-1100](tel:614-233-1100)

Hours

Mon Closed

Tue 02:00 pm – 06:00 pm

Wed 12:00 pm – 08:00 pm

Thu 12:00 pm – 08:00 pm

Fri 12:00 pm – 06:30 pm

Sat 12:00 pm – 06:30 pm

Sun Closed

It's recommended that you book an appointment with Howard instead of doing a walk-in but it's totally up to you :)

Copy Used in Text Only Form:

👉 *Main Copy* 👉

Meet The Owner

Howard, the talented artist behind [INSERT SHOP NAME] who serves [INSERT LOCATIONS] has been bringing his creative vision to life through tattoos since 2002. With over *two decades* of experience, Howard has honed his craft to become one of the most respected names in the industry.

Howard's journey in tattooing began with a drive to create lasting impressions on skin in an environment that "average" shops can't provide to himself and his clients. Over the years, the dedication to his craft has earned him recognition in various different magazines, one being the renowned "[*Needled: Seattle Convention 2009 International Tattoo Art*](#)" magazine.

Howard Bell specializes in a wide range of tattoo styles, including **color tattoo work, black and grey tattooing, cover-up and restoration tattoos, traditional and neo-traditional designs, trash-polka tattoos, and intricate lettering**. Are you looking to express your personality, a special interest, a unexpected loss, or are you looking for a "why not" tattoo? Look no further, Howard uses precision and a deep understanding of artistry for all of the custom design tattoos he creates.

Remember, the only limit is your imagination.

This all makes [INSERT SHOP NAME] a beacon of artistic expression and top-notch professionalism in the world of tattooing. Meaning...

This Is NOT Your Average Tattoo Shop

At [INSERT SHOP NAME], the focus is on the client's vision and comfort. Unlike many other shops that either cling to outdated designs or embrace a dark, heavy metal ambiance, Indigo Ink is all about brightness, cleanliness, and focusing on people's art. Howard believes in creating a space where clients feel at ease and are ensured that "*picked my tattoo out of my brain*" or "*better than I could have imagined*" vibe.

Our clients typically seek custom designs that reflect their experiences & interests while Howard provides an expectational welcoming atmosphere, by addressing the **common concerns many clients might have experienced elsewhere**, such as poor customer service, delayed appointments, and issues with rescheduling or refunds. Additionally, Howard offers expert tattoo cover up services to help clients transform tattoos from previous, less satisfactory experiences into something they'll love for the rest of their life.

To put it all together, [INSERT SHOP NAME] offers an experience where *you, your artist, & your imagination* work all together during the experience.

That's why it's a 1-on-1-on-1 experience.

CTA ~ Get Your 1-on-1-on-1 Experience Today! ~ CTA

[NOTE ~ P.S. SECTION 👉 ~ NOTE]

If you're still nodding "*no*" to this offer then so be it. Not everyone gets the *opportunity* to express themselves in front of everybody.

However, if you're **someone who's serious** about getting their tattoo with Howard, then expect people to come up to you and ask "*Where'd you get that tattoo?*" You'll be surprised everytime...

F.Y.I. Howard takes both appointments & walk-ins