

WINNERS WRITING PROCESS

Business Type: Massage School, [Mind Body Spirit School of Massage](#)

Business Objective: Get New Students, 23 per class every 6 weeks

Funnel: SEO → Website Optimization,

FB ads after the website is Finalized

WINNER'S WRITING PROCESS

1. Who am I talking to?

High school students about to graduate, College age, mostly female, veterans (GI-bill accepted)

2. Where are they now?

- a. Level 3- Searching for a fulfilling career, want to improve physical wellbeing of others, interested in sports medicine care
- b. Stage 4-

- c. Current State- Deciding what career path to pursue, deciding what sports medicine path, tired of lame job
- d. Dream State- Less stress because of an enjoyable career versus a sad job where your boss hates you, improving people's lives by easing their physical pain, making your own schedule, seeing gratitude/joy on people's faces after a really good physical and emotional relieving massage. average salary for massage therapists \$55,310, top earners \$95,700 Bureau of Labor Statistics - May 2023.
- e. Perceived Cost- MBS School of Massage 500 hr program is \$8500, comparable to other schools that are not in big cities, register before 2025 for 50%, interest-free payment plans, GI-bill
- f. Pain and desire- Stuck in dead end unfulfilling job, high school student confused about what career path to take, wondering what to do after the military
- g. Belief in idea- Know Massage feel good/are relaxing, might not know how well for major pain
- h. Trust in the Company- School owner also owns [Mineral Bodywork Massage Therapy](#); a highly rated business. They have 100% recommendation on FaceBook, 4.8/5 stars on Google and MindBodyOnline gives a 5/5.

3. What do I want them to do?

Search for, see an awesome website and enroll in the massage school.

- 1. Problem - the school has little to no exposure.
- 2. Solution - Improve GMB, SEO, SM, website and create funnels. Constant activity on GMB, SM and the website results in higher ranking in search algorithms.

4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

Search- Fulfilling career from high school (I don't know what to do with my life), change of deadend job into career, helping people with therapy, sports medicine

Ad- Eye catching

- a. Beauty, skin, colorful, techniques
- b. Read ad- promising desired outcome, claiming competence, listing benefits, improve confidence as a professional, CTA, location,

Draft

FaceBook Ads

1. Target Audience

High school students about to graduate, College age, mostly female, veterans (GI-bill accepted), interested in sports medicine care, want to improve physical wellbeing of others, about 200mi within 77845

2. Unique Selling Proposition

After completing our massage program, you will receive a certificate of completion that qualifies you to take the Massage and Bodywork Licensing Examination (MBLEx). After passing the MBLEx exam, you will be able to apply for your Massage Therapy License.

3. Course Details

Massage Therapy Course Curriculum that will be provided for the student to become a licensed massage therapist. Attending Mind Body Spirit School of Massage, will give you the instruction you not only need but will help you thrive as a well educated Massage Therapist.

Massage Therapy Technique

200 hrs

The study (both lecture and applied) of the manipulation of soft tissues for therapeutic purposes, with at least 125 hours dedicated to the study of Swedish massage therapy techniques

Human Anatomy

50 hrs

The study of the structure of the human body including the bones, joints, muscles and all body systems.

Human Physiology

25 hrs

The Study of the functions of the various systems of the body.

Kinesology

50 hrs

The study of the fundamentals of the musculoskeletal system and biomechanics. The students will learn specific palpation of each muscle and its attachments as well as the actions it produces

Pathology

40 hrs

The study of human disease and the effects of the disease. This course will deal with types of diseases, agents of disease, modes of transmission, risk factors for disease, contraindications, and indications for massage.

Health & Hygiene

20 hrs

The study of health, hygiene, first aid, universal

precautions, cardiopulmonary resuscitation (CPR), disease prevention, self-care techniques and personal and professional skills necessary to work with the public.

Business Practices & Professional Ethics

45 hrs

The study of massage therapy laws and rules, business practices, and professional ethics standards established by the law or Texas Department of Licensing and Regulation (TDLR).

Hydrotherapy

20 hrs

The use of generally accepted methods of external applications of water in the form of either heat or cold.

Internship

50 hrs

The internship program at our massage school in College Station, Texas and begins after the successful completion of the first 250 hours of massage therapy training. The internship program is a supervised, hands-on program in which students provide massage therapy services to the general public. All 50 hours must be hands-on.

we also offer interest-free payment plans to make your education more affordable. If you prefer, you can choose to finance your tuition through a bank, although keep in mind that banks typically charge an interest rate, and you'll need to complete paperwork directly with them.

4. Call-to-Action

Enroll Now at <https://mbsschoolofmassage.com/apply-now>

5. Budget

Give me 3 lower options (\$10-\$45) and 3 higher (\$50-\$80)

6. Ad Creative

Use images massage school classroom and students being taught by instructors

Use this for a guideline:

Headline:

"Start Your Career in Massage Therapy Today!"

Subheadline:

"Flexible Schedules, Financial Aid, and GI Bill® Accepted!"

Main Body: "At Mind Body Spirit School of Massage, we offer a comprehensive 500-hour program that prepares you for a rewarding career in wellness. Whether you're a high school graduate, college student, or veteran, our flexible schedules are designed for busy students like you.

Graduate with the skills and credentials you need to start your career in as little as 6 months! Financial aid options are available, and we proudly accept the GI Bill® for veterans."

Call-to-Action (CTA):

"Click here to learn more or schedule a campus tour! Limited spots available – enroll today!"

7. Landing Page

<https://mbsschoolofmassage.com/apply-now>

8. Audience Insights

the following reviews are from a different school:

- a. Inspirit is a dream. The massage professors are extremely knowledgeable and they truly care about your growth and success. The staff is also very nice and attentive. This was a wonderful experience, I appreciate Inspirit for giving me chances when my schedule didn't align with finishing the program. I will recommend this school to anyone and everyone looking to get their massage and yoga certification. Raven, Sasha, Professors Teddy, M, and Ashley; thank you! I am forever grateful to this school
- b. I can not possibly convey my gratitude for Ann and Tedy. They're both knowledgeable, personable, experienced professionals at the top of their game.

As someone who has twice dropped out of traditional colleges I was nervous about going back to school. This turned out to be an amazing and transformative experience led by people who passionately teach everything they have to offer every single day.

Thank you to Raven for putting together such an amazing place to learn. Namasté. I wish you and the school nothing but success.

As for me, I'm going to go study for my final tomorrow. And leave myself this note.

Look how far you've come. Look at the friends you've made. Love yourself.

- c. I received my massage from Love this evening. She was very professional. Her communication skills were excellent. During the massage, she was able to provide the amount of pressure that I required and was willing to adjust to my needs. She was also very receptive to any comments or input that I provided. She did an incredible job in!

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