

# PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:**     Cosmetic Beauty and Care Services

**Business Objective:** Increase the number of clients booking the HydraFacial treatment.

**Funnel:**

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## WINNER'S WRITING PROCESS

1. Who am I talking to?
2. Ladies and Gentlemen of Toledo and surrounding areas

3. Both men and women, although skincare services like HydraFacials often appeal more to women. Likely adults, particularly those interested in skincare, self-care, and anti-aging treatments. This could range from younger adults in their 20s to older adults in their 50s and above.

## 4. Where are they now?

5. scrolling Facebook page

### LEVEL 4 OF AWARENESS

6. **Problem-Aware:** The copy assumes that the audience is already aware of common skin concerns (like dryness, dullness, or aging) since it emphasizes the benefits of the Hydrafacial without first explaining why these benefits matter. The copy directly jumps to how the product can address these concerns.
7. **Solution-Aware:** The audience knows there are solutions available for their skin concerns, such as various skincare treatments. The copy does not spend time convincing the audience that they have a problem or that they need a solution—it goes straight into offering a specific product.
8. **Product-Aware:** The copy introduces Hydrafacial as the specific product that can solve their skin problems. It provides details about what Hydrafacial can do (hydrating the skin, rejuvenating it, reversing the aging process) and emphasizes that it is a popular option ("best seller") available for a special price.
9. Thresholds

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- CURRENT LEVELS

**Pain and Desire (4/10):** Many women are concerned about impurities on their faces and that makes them uncomfortable. They aspire to look beautiful like other women and want to feel good when looking in public, in the mirror, or taking selfies. This desire reminds them that they still need to commit to proper skincare.

**Belief in the Idea (5/10):** There is a moderate awareness and belief in the effectiveness of Hydrafacial treatments. The technology is recognized, and people are generally familiar with its benefits.

**Trust in the Spa (3/10):** Trust levels in the spa are relatively low due to a small number of followers. However, the spa maintains an active presence on Facebook with numerous publications featuring social proof, such as client testimonials, which helps demonstrate customer satisfaction.

### CURRENT STATE

"I have the financial means but am hesitant to spend on products that don't address my skin issues effectively."

"My skin makes me feel less confident in public and at work."

"I've tried so many skincare products, but nothing seems to work."

I'm looking for a treatment that shows immediate results

### DREAM STATE

costly but effective

"I feel confident and ready to show up anytime, anywhere."

"Hydrafacial has restored my trust in my skin."

"I can get my skin cared for and see results in just one hour

## 10. What do I want them to do?

11. **Stop Scrolling:** Grab their attention with compelling visuals or headlines.

12. **Pay Attention to the Ad:** Highlight key benefits and create a sense of urgency.

13. **Book a Hydrafacial Session:** Make it easy for them to schedule an appointment with a clear call to action.

14.

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

### 16. TO Stop Scrolling Pay Attention to the Ad:

17. **Visual Impact:** A compelling image showing care and professionalism: a girl with her eyes closed and a man in black gloves lifting his face, demonstrating the dream state of clear skin.

18. **Background:** Subtle color degradation to enhance visual appeal.

19. **Price:** Clearly displayed to attract attention.

20. **Text:** Emphasize that 'Hydrafacial' is a special and new solution.

TO CLICK AND BOOK ;

Ladies and Gentlemen of Toledo and surrounding areas! / direct call

It's summer and treat yourself! Show off that glowing skin with a VIO Hydrafacial (best seller) for only \$149!

highlighting the pain desire dream state showing the solution social proof low cost

\_See how...

✓ To keep your skin happy and hydrated. **emphasize the positive outcomes of the treatment, focusing on the benefits that resonate with the target audience's desires.**

✓ To get bright, rejuvenated skin in just one relaxing 1-hour treatment . **promotes the treatment, as time-efficient**

✓ To reverse the aging process with advanced skincare technology. **promotes the treatment as time-efficient**

Just tap "Get Offer" below to claim your \$149 Hydrafacial.

 [HURRY LIMITED SPOTS]  INCREASIN URGENCY

CTA \$149 VIO Hydrafacial New Guest Special

LOOK GREAT FEEL AMAZING increasing the value and feeling

# DRAFT

"Hey Oteza People! Ready to Transform Your Skin This Summer?"

"Reclaim Your Skin's Glow with a VIO Hydrafacial!"

"Experience the Ultimate in Effective Skincare for Just \$149. Don't Miss Out on This Opportunity to Refresh Your Skin!"

Discover the Benefits:

- Move Confidently, Knowing Your Skin is Glowing and Radiant
- Save Time with a Quick, 1-Hour Treatment
- Experience Cutting-Edge Skincare Technology for Guaranteed Results

Hurry, Only a Few Treatments Left! Reveal Your Radiant Skin Today for Just \$149!

CTA:

"Get Your \$149 VIO Hydrafacial – New Guest Special!

Look Good, Feel Happy – Book Your Appointment Now!"

THE AD IMAGE

<https://www.canva.com/design/DAGPXOHCIao/PoDL9GVxXbQi3dYoo4-GVQ/edit>

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