

Pais Ads Copy for Barber

Context

My client is a barber, with the target audience primarily being men in the ages 14 to 25.

Personal analysis

- Not quite satisfied with the headline, I've been pondering about it and using ChatGPT, but I believe it could use some improvements.
- I would like feedback on my use of big letters at the end of the copy. I want to emphasize certain things, but also not exaggerate the use of big letters.
- I don't have an image for the ad yet, however I'll use a photo where my client is in action with a customer, and where one can see the extraordinary job he's done with the customer's haircut.
 - I also believe I will have his ratings in the photo, which is 4,9/5 out of 110+ customers.
- Curious if it's better to have a video instead of an image, I would appreciate your thoughts on this!
- I want to have testimonials in the ad, but I feel as if that'll make the ad too long. I'd appreciate some thoughts on this though, and where it should be placed if I include it.
 - Maybe include a testimonial quote in the ad image?

Market Analysis

- Market awareness
 - The majority is on level 3, and a minority have heard about the barber, hence being on level 4.
- Market sophistication
 - Level 5. The barber market has existed for a very long time, and has therefore become saturated. That's why I've chosen to do kind of an identity play, and also including a bit of experience..
- Pain/desire level
 - Desire 6/10 - this ad will be directed at the customers who are pedantic about their hair. Therefore the majority is on level 3 in regards to Market Awareness, which means my job is primarily to call out the solution and later offer my client as the best form of solution.
 - Feedback from G - "Remind them of their pains in a vivid image - they'll relive past experiences and want to switch barbers on the spot."

- ☐ "They're probably thinking about the look people give them when they're starting to look unkempt. Meet them at that point and guide them to your solution"
- Belief in idea level
 - Belief 4/10 - everybody knows that a haircut in most of the cases will make the hair look better. However, the reason why this pillar isn't that high is
 - ☐ because there are cases where barbers mess up, leaving the customer with less belief in the idea
 - ☐ because my client is fairly new to the game, and as guys we don't just go to any barber due to the fear of the barber messing up the hair being high before the first session.
- Trust in brand level
 - Trust 4/10 - had it not been for the reviews on GMB + fairly good social media accounts of Koreander Klipp, where the barber shows the results he produces for his customers, the trust would have been even lower. But since there is a lot of proof of great results both on Google, Instagram and Tik Tok, this pillar is not completely at the bottom. But the trust must increase, otherwise a random person won't be able to see the reason as to why he should switch barber and opt for Koreander Klipp.

How do the customers think about the problem?

Current painful state

Looks like they don't take care of themselves due to the hair being all over the place.

Desirable dream state

Want to look like a guy who is well kempt - that signals high value.

Roadblocks

The hair doesn't look good, it has grown too much → dream state is not reached.

Solution

Get a haircut.

Product

Book an appointment at my barber client who does the work for them.

Winner's Writing Process

What is the business objective I want to achieve?

Right now I am trying to get more attention, and monetize that attention. Together with my client we want to reach more people, and it is my job to write the best copy I can so we can achieve those goals.

1. Who am I talking to?

a. What kind of people are my target audience? What do they want?

See [Market Research](#) for more thorough analysis, but generally speaking men in the ages between 14 and 25.

2. Where are they now?

a. Where are they in my funnel?

- i. They are in the first stage of the paid ads-funnel, scrolling mindlessly on their feed

b. Where are they in regards to their attention, desire, belief, and trust?

- i. Attention is on the current post in the feed, while being excited of what the next post could be.
- ii. Desire - 6/10
 1. This ad will be directed at the customers who are pedantic about their hair. Therefore the majority is on level 3 in regards to Market Awareness, which means my job is primarily to call out the solution and later offer my client as the best form of solution.
- iii. Belief in the idea - 4/10
 1. Everybody knows that a haircut in most cases will make the hair look better. However, the reason why this pillar isn't that high is
 - a. because there are cases where barbers mess up, leaving the customer with less belief in the idea
 - b. because my client is fairly new to the game, and as guys we don't just go to any barber due to the fear of the barber messing up the hair being high before the first session.
- iv. Trust in Koreander Klipp - 4/10
 1. Had it not been for the reviews on GMB + fairly good social media accounts of Koreander Klipp, where the barber shows the results he produces for his customers, the trust would have been even lower. But since there is a lot of social proof of great results both on Google, Instagram and Tik Tok, this pillar is not completely at the bottom. But the trust must increase, otherwise

a random person won't be able to see the reason as to why he should switch barber and opt for Koreander Klipp.

3. What do I want them to do?

a. What specific actions do I want them to take at the end of this little experience?

- i. Stop scrolling and read the ad
- ii. Click the link with the intention to book a service

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?

a. Stop scrolling and read the ad

- i. Show their dream state
 - 1. can be by showing before and after pictures
- ii. Show my client in action with customers
 - 1. like top players do
- iii. Low price for the first service
- iv. Contrasts between the colors in the picture, but also from the rest of the feed
- v. Movement
 - 1. can be by showing a clip where the barber gives somebody a fade, where the viewer gets snippets from the session. This needs to be cut frequently to maintain the viewer's attention, and by doing so the viewer will be able to see the end results quite quickly. I need to think TikTok brain here!
- vi. (Icons)
 - 1. makes it easier to read the text shown in the ad

b. Click the link with the intention to book a service




- i. Low price
 - 1. write the low price in big letters so it "pops" from the rest of the text, additionally add "ONLY" before the price
- ii. Show that if they reach dream state, that will result in higher status in their tribe
 - 1. "I'll be able to get you a haircut that'll make your friends jealous", or
 - 2. "Give yourself the best-looking hairstyle in your friend group"
- iii. Highlight current painful state
 - 1. "Tired of looking like a homeless person?"
- iv. Click the link to claim your special offer!
 - 1. Clear CTA - e.g. "Click the link to claim Your Special Offer"

Copy




Note that it's been translated from Swedish - hence small grammar mistakes may occur.

Boost Your Confidence with a Hairstyle from Koreander Klipp!

At Koreander Klipp I want to pamper you as a customer. When you leave the salon, you will have gone from:

-  Avoiding the mirror - to looking forward to see yourself better than ever.
-  Feeling insecure - to exuding confidence.
-  Feeling invisible - to standing out in the crowd.

I offer:

-  Skin fade
-  Buzz cut
-  The mullet

and many more hairstyles. Everything to give you exactly the haircut you want. And by constantly being up-to-date on the hottest trends, I'm able to give you precisely the haircut you desire.

Give yourself the best-looking hairstyle in your friend group - a hairstyle that highlights your unique style and helps you feel like the best version of yourself.

Right now NEW CUSTOMERS get 20% DISCOUNT on their first visit. BOOK NOW to claim your EXCLUSIVE offer!

Other suggestions on the next to last paragraph

- Give yourself the best-looking hairstyle in your friend group - a hairstyle that accentuates your style and gives you the confidence you need.
- Give yourself the coolest hairstyle in your friend group - a hairstyle that accentuates your style and makes you feel fiercely confident
- Give yourself the best-looking hairstyle in your friend group - a hairstyle that makes you really shine and feel in top shape.