

The Alpha Barber Sales Page

The Alpha barber shop is a men's hideout where they come and spend time with their fellow men as they get groomed. This place is aimed to enhance a bromance and give men shaves that will turn heads.

WHO AM I TALKING TO?

Julius is a 35-year-old man who owns a business and is successful. He spends most of his time working on his business and has lots of meetings throughout his day.

Julius lives in Narok in a posh estate and has a family that he takes care of. He is a husband and father of 2. He spends his free time with fellow businessmen and family during the weekends.

What are his Pains?

Julius is frustrated about the local barber shops in his area that have average services and do not allow him to interact with fellow businessmen as he gets a shave. He has to travel to the City to get his shave. He also doesn't want the crowding that is in the shops of people who are idling.

What are his Desires?

Julius wishes for a place where he can go get a shave and also have an interaction with his peers about business and life. He wants to build connections.

He values his time and wants a place that is close to his business and exclusive to people in his net worth bracket.

What are his Beliefs?

He believes that time is important and should be spent either building his business, connections or with family.

He also wants to get a shave and get value for his money and ample time to wind off.

He wants to be proud of wherever he gets a shave and get value for his time. Money isn't a problem and he believes that whoever takes it should provide enough value for it.

[Where is he now?](#)

He is on our website after seeing an ad on Facebook and is reading on our website. I want him to read this copy and at the end of it, I want to book a shave and visit our barber shop. He should know that he is going to get value for his money and access to people who think like him.

THE SALES PAGE

THE ALPHA HOUSE 🛡️

Welcome to Alpha House, where men get ready.

[Book Now](#)



THIS IS THE BEST PART OF YOUR DAY

The Alpha House is the grooming experience that every man deserves... where traditional and modern barbering meets to give you a look that gives you confidence in every cut. Sit back, relax, get groomed- then enjoy a coffee, scotch, or cigar as you interact with fellow Alphas.

[Get Groomed](#)



MEET YOUR BARBER

With vast experience in grooming our barbers believe in professionalism and are ready to make you look like a million bucks. A shave that will give you an upper hand in closing that business deal.

We believe in miracles, walk in as a man, and walk out as a Gentleman.

[Book Now](#)



Our Services

Traditional and modern style haircutting(razor cutting, scissors, freehand cutting)

Facial rub

Beards grooming

Hot towel treatment