

WWP

**Why should the
reader stop what
they're currently doing
to read my
copy/content?**

Michael spends time dreading getting a haircut from his Barber as deep down he knows that his Barber is not attentive towards his hair and style. He is constantly annoyed about how his Barber cuts his hair too short, fails to blend in his fade well or leaves parts of his hair uneven and sticking out. Michael's Barber is unfriendly and doesn't speak much. His Barber's attitude is poor and prioritises quantity over quality. Sometimes his Barber doesn't even finish the job either and also rushes it.

Our Barber shop is the exact solution for Michael. Our Barber pour their heart and soul

into every snip and trim for their customer and they see the evidence every time they look in the mirror. Our Barbers spend as long as they can to make their customers look as stylish as possible. Our Barber's spend time listening to exactly what their customers say and replicate exactly what they want. Our Barber's also make sure that every customer is treated like a VIP.

Why does this mean they should read my content/copy?

My copy positions the solution to Michael's problem in the perfect way. It resonates with him logically and emotionally. It provides the exact fast track to get them to their dream situation. They want to look stylish and attractive. Our Barber can handle that for them. If they want to be treated like a VIP our barber will treat them like a VIP. My copy tells them exactly what they want and need.

1.) Why should they take the action that you want them to take now?

We will deliver them to their exact dream state. It does not benefit them to continue going to their mediocre Barber. We provide better quality services than their Barber. For a lower price AND we reward customers with a free haircut after visiting several times.

Overall: We provide better services, We have friendlier staff, lower prices and they get provided with a free service every 5 visits. So it will not benefit them going to a worse barbering company for any longer.

2.) Why should they buy from you instead of your competitors?

Michael currently is going to AJ Barber's low level competitors. Michael believes that his current barbershop overcharges him especially for the

quality of service they provide. Michael's Barber is also careless with his hair and would rather get his job finished quickly than put time and care into his customer's end product. Michael's Barber (as you stated earlier) isn't particularly talkative with him.

AJ Barber's however, has lower prices than most barber shops. (You know from experience as well as re-search.) As well as this AJ Barber's also offers faithful customers a free haircut every 5 visits. My clients attention to detail is spot on every time I get my haircut from him you know that he pours his heart and soul into your end product and talks to you about how you've been rather than talking to his colleagues or watching the TV instead.

Main Logical reasons why they should buy from us instead:

- Free haircut every 5 visits Friendly staff.
- Dedicated staff
- Great end product
- Better prices

- 1. Men, Who want to attract women, they are looking to attract a good looking partner or impress their current partner**
- 2. Younger boys, looking to impress their friends or others at school with a cool haircut. Typically a mullet, its seen as a cool thing, especially in my school**
- 3. Men are looking for a buzz cut, drop fade, taper fade, a normal skin fade and a beard fade.**

Where are they now?

They are at the start of the website. They know the product of course, they know the solution, they know our product but they don't know why it is better.

Current Pain state

Michael feels that his Barber is not attentive when cutting his hair. He feels that his haircut is of a low quality which (Fade not blended in well enough, sides are uneven, hair on top is left too short.) As of this he feels that his Barber is untrustworthy and he dreads getting his haircut from him and as a result he has become tired of wasting his money on him and decided to look for a new Barber.

Michael feels insulted and ripped off when his barber does not communicate with him properly and tries to rush his haircut and move onto the next client. Michael's interest is to find a Barber who prioritises quality over quantity with his customers.

Dream State.

Michael wants an organised barber who is able to cope with him being slightly late.

Michael wants a Barber who is attentive and prioritises quality over quantity. He wants someone who pours their heart and soul into the quality of the end product but also the experience as well.

Michael wants a barber who is friendly and talkative. He wants a barber whose goal is to make him his friend. NOT HIS CLIENT.

Essentially: Michael wants an organised Barber who is able to be flexible with his work schedule. He wants a Barber who pours his heart and soul into his Haircut and is a skilled conversationalist.

Problem

Their current Barber is not meeting their expectations. Their style and hair isn't fresh enough and they're not feeling confident after leaving the barbershop.

Roadblock

They of course don't know how to cut their own hair efficiently and they also don't know what other Barbers are worth going to. So they go online and look through websites for options.

Solution

They need a barber who levels up their style and gives them the most luxury experience possible at an affordable price. So that they can go out in public as confident and as presentable as possible.

Awareness and Sophistication Levels

They are problem aware as they know that they are not attractive and presentable within their current style. They are solution aware as everyone knows that the solution is to get their Hair cut by a

competent barber. They know about our product as they are currently on our website, however they need to be convinced enough that we are the right people to go to.

Market Sophistication levels – 4/5

Everybody in the market is the exact same, not many Barbershops are offering anything different. Top players in the market focus on prioritising the customers experience.

The main value providers are:

- Providing a fade which is even and is cut to the exact length the customer specifies.
- Being a friendly and Talkative Barber with exceptional skills.
- Being flexible with your time when customers are late.
- Be attentive and pour all your effort into the customer's end product.

Where do I want them to go?

While reading through the information on AJ Barbers the micro commitments will be cranked up to book an appointment.

Commitment to the customers experience – Testimonial to gain trust – book an appointment.

Whats the plan?

- 1.) Show the reader how we take care of their problems through my copy, client's portfolio and reviews.**
- 2.) Get them to book an appointment – choose their preferred haircut – turn up and enjoy the experience.**
- 3.) Bring money in through the website for my client.**

Website Copy

AJ BARBERS

Transform your look. Transform your life.

Who are We?

AJ Barbers, a barbershop established in 2021, located in Toryglen with a primary goal of ensuring our customers are feeling confident and rejuvenated after leaving. This is more than just a haircut for you and especially for us as we prioritise building a community as well as a perfect brand image.

Why Us?

Affordable Prices

Our services are set to the highest standard possible by dedicating every snip and trim towards your desired look all for an affordable price.

Skin fade - £14

Through our attention to detail, we will blend your hair into the sharp confident look you deserve.

Normal Haircut - £12

Have us replicate the exact style you desire.

Hot towel Shave - £12

Have us soothe irritated skin while protecting it from itching or burning with high quality products and hot towels.

Shave all over - £8

Have us Get rid of your hair which is thinning out as you start to go bald.

Beard Trim - £5

Have us tailor your beard to suit the shape of your face as well as your hair type.

Kids Haircut - £9

This is the same process as a normal haircut except we offer it at a discounted price for children.

Threading - £5

Have us sharpen up your style by removing patchy hair around your eyebrows and face.

Free Haircut every 5 Visits

We love and respect our loyal customers so much that every 5th cut is on us.

Dedicated Team

Amazing Things Come from our Expertise

Through our dedication to perfection we ensure that every visit is a self confidence boosting experience.

Himo

Himo is 28 years old. He prioritises being humble and professional and is popular with all the local customers.

Mohammed

(for anyone reading
this I am currently
waiting for a reply to
get information about
the other Barbers.)

Sabir

Quick and Simple Booking.

We make sure that everything is as easy as it can
get for our customers. Booking can be done
through booksy, over the phone and we
accommodate walk-ins.

[Book Online]

Trusted by 1000+ Happy locals.

"I have been coming here for months and months now and all that I can say is that it's the best Barbers in Glasgow. Treatment by Staff is amazing, the shop is beautiful, the loyalty cards are great, everything is great. I could go on and on and on!" - Derek Watson.

"First class barber. Lovely store, friendly staff and a great cut. A+." - Richard Raanes

"Great boy's hair cut here. Attention to detail was spot on. Definitely going to return." - Roselyn Smith

Testimonials

[Their portfolio of work will be shown here.]

Address: 895 Aikenhead Road, G42 0NT

Monday - Saturday: 9AM - 6PM

Sunday: 10AM - 6PM

Elevate your existing look with AJ Barbers.

We look forward to welcoming you to our community.

[Book Online]