

Who am I taking to?

- Women, ages 18 and above, my client wants to target the younger audience more as they are the ones who are willing to go on a big spending spree
- Target audience lives in local areas like GovanHill, Mount Florida, Cathcart, Shawland and Pollokshields

Where are they right now?

- Scrolling through SM IG and FB
- Market Awareness - Level 3 solution aware
- Stage 5 Market Sophistication
- Currently experiencing a mediocre experience with their current clinic - hair loss isn't going as planned and it is failing. (Remember, this is because, appointments are rushed, employees are inexperienced and lack knowledge to solve the problem.)
- They have never been to a clinic before and are currently waxing, shaving and threading their hair to solve their problems - Their problems are currently stressing them out as a result of this.

Current State:

- Embarrassed, self conscious as a result of their extreme hair growth.
- They feel as though their money is being completely wasted but not to the point where they are wanting to completely change to a different clinic:
- went for 8 Brazilian sessions so far and still a long ways to go. There is shedding after each session but lots of hair regrowth by the next session. Just seems never ending. When I first started, I thought all I needed was 6 and I'm done forever. That was my initial understanding. Now, it appears I would need a total of about 18 sessions with regular touch ups to be done. That's a lot of money. I

invested 1,600 for 9 sessions and will need to renew for another 6, according to my tech. And with \$1,000 for six sessions with a lifetime commitment of more touch ups is not what I thought I was signing up for. Thus, I have decided to give up on laser hair removal as it is not worth the lifetime cost and commitment. I could use the \$1K for bigger and better things. So since I completed 8 of my 9 sessions in my package, should I just complete that one last session and stop? Or should I just stop now and forgo that last session? My only issue with completing the package is the fact that it could cause more permanent patchiness that may not recover or take a long time to recover, not to mention the \$30-40 tip I will have to pay and the fact that they may sales pitch me before letting me walk out the door. So what do you think I should do?"

- **Problems Currently aren't being completely solved because their current clinic is full of workers who half ass the process and lack experience and knowledge:**
 - "So disappointed by the total bait and switch this place operates. Had a half hour laser appt booked. It began over half an hour late and I was out in less than 20 minutes, yet they charged me double the quoted £75/30min. At no point was I told the price would be more for doing... both sides of my leg? Or both of my legs? It barely even matters because it didn't take any more time or energy. I'm lucky it was only lasering. I hate to think of people trusting their faces to such a dishonest business."
- **Some have even lost belief in the treatment:**
- **Problems have left them with stress, embarrassment and anxiety. Everytime someone is relatively close to their face, they feel exposed.**

Dream State:

- They were given a free consultation and felt welcomed by the staff as a result they felt comfortable and confident inside the clinic and after their experience they are now hair free:
 - "Ministry of Laser are the best in the business."
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- I found Liz following a really negative experience in another laser clinic and had almost lost belief in the treatment!

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- After my first consultation I knew I was in good hands with Liz's experience and investment in client results.
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- From the minute I entered the clinic to the minute I left I felt welcome, comfortable and confident!
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- It's almost 2 years since I first came to Liz and I'm delighted to say I'm hair free and now just come in for the odd top up and a good chat!
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- I've recommend Liz to countless friends who have all shared the same experience and hairless results 😊"
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- They are at a clinic that never rushes they appointment and never misses any spots and as a result they don't have to go as often and are spending less money overall
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- **The staff are gentle and knowledgeable and they felt almost no pain at all:**
- "Today was my second treatment with Bally and I honestly cannot recommend her enough.
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- I had been conscious of my hair growth for a while and it became a pain to wax or shave my face constantly. I heard of Bally through a friend's recommendation and decided to book a consultation.
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- My initial consultation with her was very thorough and she ensured I was aware of all the logistics and how best to conduct after care and manage hair growth in between sessions to ensure the laser hair removal would be successful.
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- My initial treatment was for my full face, I felt little to no pain at all whilst she did the procedure and she consistently

checked in to make sure I was comfortable. She also ensured I had everything I needed to have a successful aftercare and healing process for my skin. I was hoping for good results but this has really exceeded my expectations, I didn't need to shave my face until nearly 6 weeks after the initial laser was done. In my consultation today Bally looked at my hair growth closely and was very honest in saying she recommended I only get my lip, neck and chin done - she said in the initial consultation she would never promote an area to receive laser removal that didn't need it and has stayed true to that statement compared with other places who are happy to take as much money as possible.

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- For anyone considering getting laser hair removal, I cannot recommend Bally enough. She is honest and professional and I really am so pleased with my results!"

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- **They now feel confident about their appearance:**

- "I have known Bally and been a regular at her place for a very long time. Recently, I started laser treatment, and I am amazed and so happy with the results. Bally is a friendly and excellent consultant who understands and gives great advice. She is trustworthy and very honest. Thanks for making me feel so confident. ❤️"

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- **They now feel relieved about their problems being gone as well:**

- "I've tried laser from a big chain company before and saw little to no effect, even after 6 treatments over the course of 8 months. With Bally, I had amazing results from the first session. After years of struggling with the stress of razor bumps/sensitive skin, I feel so relieved to have found Bally. Not only have the results been amazing (didn't have to shave my legs for a whole month, following my first session) but Bally is also a wonderful human being. She is so kind and patient, as well as being extremely

knowledgeable about the biological aspects of hair growth cycles. My sessions have been tailored to me as an individual and have been so successful. Would really recommend, especially to other South Asians who may not have seen effects with other laser hair removal companies - you are in safe hands here 😊”

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- The experience was tailored towards them specifically, the person only recommended they get certain areas done where needed, rather than just doing it on any old area to squeeze more money out of them:
- “I went to Bally after many people recommended her. Bally knows exactly what she’s doing. Being in this industry for over 20 years, she’s not here to mess around. She’s very knowledgeable, and tailors each treatment according to your individual needs. Throughout the laser hair removal treatment she made sure I was ok. From the consultation to coming in for treatment she thoroughly explained everything in detail and asked if I had any questions. I look forward to continuing my journey with Bally and see her work do some real magic on me.”
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- “In my consultation today Bally looked at my hair growth closely and was very honest in saying she recommended I only get my lip, neck and chin done - she said in the initial consultation she would never promote an area to receive laser removal that didn’t need it and has stayed true to that statement compared with other places who are happy to take as much money as possible.”
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- Due to the staffs experience as well, they are knowledgeable and know their problems inside out and are able to resonate with them and figure out what the perfect solution is:
- “I’ve tried laser from a big chain company before and saw little to no effect, even after 6 treatments over the course of 8 months. With Bally, I had amazing results from the first session. After years of struggling with the stress of razor bumps/sensitive skin, I feel so relieved to have found Bally.

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What do I want them to do?

- Stop Scrolling
- Read the post and caption
- DM us the word "DISCOUNT"

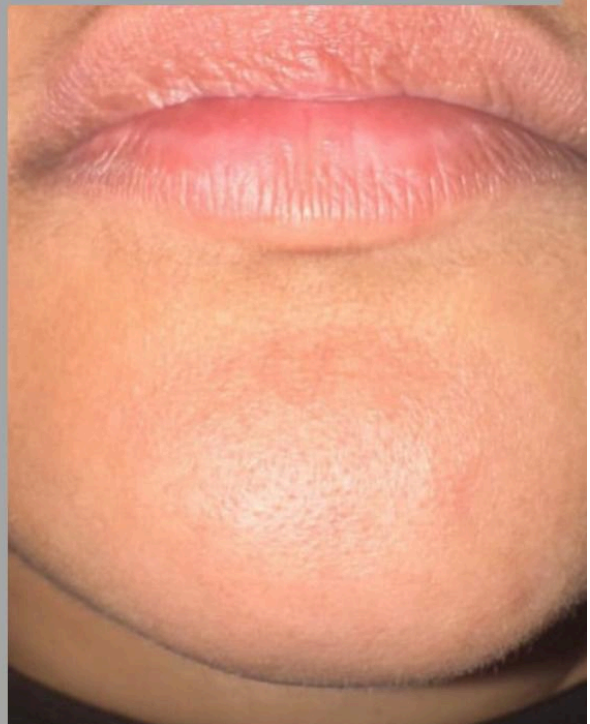
What do I need them to see/feel/experience to get them to take the action I want them to take?

To get them to stop scrolling, we need their attention, using bold text in the post will gain their attention. Use clients' past success to boost social proof. Clients social proof will also resonate with also boost their desire as this will showcase their dream state. To get them to DM us we need to use 4 clear benefits. 2 logical, 2 emotional.

IG Post



**Free Laser Hair
Removal Consultation**



Why a free consultation with Bally can lead to over 8 weeks of being free from the stress of having to shave or wax

1 - Over 30 years of experience: With over 30 years of experience and having dealt with extreme hair growth myself. I have become extremely knowledgeable about the biological aspects of hair growth cycles. Every session is tailored towards each specific individual.

2. Long term Solution. Hair loss can last up to 8 weeks after a session with Bally and because it is a long term solution it is overall cost effective. Many of our clients have saved over hundreds as they overall have less appointments.

3. No more waxing or shaving. With our laser hair removal you can say goodbye to the constant stress and pain of having to shave, wax or thread.

DM me the word "FREE" to get started on your hair loss journey.

Second IG Post:

Hi Thomas, hope you are all well G.

Hi G's

I don't want to sound like a moany whiney bitch. But my school days have now gone from 9pm - 3pm to 9pm - 4pm Because of exams. I have to deal with this while balancing 2 clients, boxing

(which takes up 4 hours) and Gym. At most, during the week I probably will have about 30 minutes at most to do my projects which just isn't enough.

I am not a quitter, quitting is something I would never do. But my mind is literally just betraying me and telling me to quit. It feels like I am about to break and just lose all my progress. And I have nobody to come to and speak to about these problems other than people in TRW. I don't know what it is I need to do to squeeze out more time in my life. I don't know if I should quit boxing, or quit the gym, or let go of one of my clients. Should I wake up earlier or stay up till 2 or 3am?

I don't know, I just have a lack of self belief. Every time I sit down to write some copy everything just goes to complete shit.

I would really appreciate some advice on what to do with my situation G's