WINNER'S WRITING PROCESS

1. Who am I talking to?
    a. People with interest in clearing their acne
    b. Those that want clear smooth skin
2. Where are they now?

a. At home scrolling through social media
b. maybe researching about how and what the salon can do to you
c. Looking what the best options are for what they desire
d. Current state
e. i. Face full of spots that you cant remove by hand or most creams
f. ii. Feeling anxious in public because They might not feel comfortable people looking at their face
g. iii. You wont get any women if your skin is unclear, not taken care of and not clean.
h. Dream state
i. i. clear smooth clean skin
j. ii. Not being afraid to walk to public areas without having to worry about people looking at them weird
k. iii. All the women will see you as a complete different person

3. What do I want them to do?

a. Stop scrolling and click on website link that will direct them to a nice designed website
b. Consume information about how the treatment should be done with no affects
c. book an appointment to come in
d. Recommend people to the salon, tell them how much different their face looks, how much more clear
e. Follow social media, and leave reviews online

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. A welcoming, non-intimidating atmosphere that makes them feel like anyone can feel free to get their treatment done.
    b. They need to feel encouraged and motivated and feel good about themselves
    c. Use specific immersive sensory to sell the dream and experience,This focuses on creating immersive, sensory experiences that align with what customers are looking for.
    d. Show them their dream state, then amplify their desires

e. Show them that only 2 treatments can make a huge change to your skin
    i. Build curiosity around the mechanism that will be shown at the workshop

DRAFT

Discover Irma's Beauty: Your New Go-To for Beauty and Wellness

Dear [Recipient's Name],

We are thrilled to invite you to visit **Irma's Beauty**, located at **Leafy Lane, London Road**! Our team of expert beauticians is ready to help you look and feel your best, offering a range of services that cater to all your beauty needs, including:

- **Laser Hair Removal** & **Acne Treatments** for flawless skin
- **Massages** that provide instant relief and relaxation
- **Haircutting & Hairstyling** to keep you looking sharp
- **Nail Designs** to express your personal style

At Irma's Beauty, we pride ourselves on using **eco-friendly products** and creating a warm, welcoming atmosphere with our **super friendly staff**.

Salon Hours:
We are open **6 days a week** from **8 AM to 7 PM**.

Booking:
Our website is currently under construction, but we would love to hear from you! To book an appointment, please call us at **[Your Phone Number]**.

We can't wait to welcome you to Irma's Beauty and provide you with an unforgettable experience!

Warm regards,
Irma's Beauty Team