

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