

Winner's Writing Process

1. WHO AM I TALKING TO?

- a. Mostly woman, young and middle aged

2. WHERE ARE THEY NOW?

- a. Scrolling social media
- b. Level 2 - awareness stress/aches don't know mechanism
- c. Stage 4 - showing a new form of mechanism
- d. Current State - stressed, pain, uncomfortable, mentally boiled, feelin old
- e. Dream State - relaxed, chilled, comfortable, without any pains, feeling sexier and more beautiful, confident, want to get some care, feel that they are better
- f. Cost - known as high, money + effort
- g. Trust in company - almost zero/low
- h. Believe - know that massage works but not sure if it fits their situation/if it's for them

3. WHAT DO I WANT THEM TO DO?

- a. Stop scrolling
- b. read the ad
- c. click the link
- d. trust the company
- e. make an appointment

4. WHAT DO THEY NEED TO EXPERIENCE/FEEL/THINK TO DO THAT?

- a. Stop scrolling
 - i. beauty/skin/naked body
 - ii. different cup - pattern interrupt
 - iii. color contrast
 - iv. showcasing thing they want
- b. Read the AD
 - i. Outcome + new mechanism (solution)
- c. Make an appointment
 - i. CTA

Outcome:

Get a first client -> Get an email reply -> Write and send a **good copy** -> Practice copy -> writing copy and applying feedback from TRW

FB Ad



Simple formula that allows you to be a “new you” and remain confident 24/7 from all the men looking at you.(Try something on the lines of this)(the copy is good overall)

A beautiful body is the foundation of self-assurance. Imagine walking with poise and elegance, knowing you look stunning.

Our experienced therapists bring you Hot Oils Therapy, designed to make you look glamorous all the time.

Picture your skin, soft and hydrated, free from dryness and wrinkles, with muscle pains melting away.**(Make it more visual)[You look at the mirror and you see a star.No more wrinkles, no more dryness and no more pain.You rub your hands across your skin as it feels soft and smooth with a bright smile on your face**

Hot Oils Therapy doesn't just promise, it **GUARANTEES** a “new body” sensation, endorsed by countless satisfied clients.

Our regenerating stress-free treatments are place limited and we have less than 10 places left so reserve your spot now.

What is more, our therapy won't cost you a fortune like other massage companies.

We've prepared a special offer for you, check it by yourself in the link below.

Don't let self-doubt hold you back, embrace your best self.

Location: A.J. Massage[exact address]