

Business Type: Massage saloon

Business Objective: Get 6 clients each day

Funnel: Website update + Social media funnel

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. 80% women, 20% men.
- b. People suffering from back, neck, and other physical pain.
- c. Due to stress, these pains increase and worsen.

2. Where are they now?

- a. Facebook, Instagram, and high-intent searches on Google.

b. Current levels

- Pain\Desire.
 - Back pain, headaches, neck pain, etc.
 - Stressful life, inability to relax and disconnect.
 - This combination leads to a decrease in their quality of life.
 - They desire relief from pain to enjoy their activities.
- Do they Belief of the idea of work: 7\10
 - They are likely aware of the potential benefits of massage, but limited knowledge of the profession and possible discomfort (having someone touch them) might make them hesitant to visit a massage therapist.
- Do they trust my community? 5/10
 - The main goal is to attract people from the local district, but due to the client's limited online presence, the massage studio is not well-known, which discourages visits.

c. Current state

- i. Physical pain (as mentioned above).
- ii. Stress.
- iii. Sleep disorders.
- iv. Irritability due to constant pain.
- v. Discomfort.
- vi. Poor quality of life due to pain.

d. Dream state

- i. Calm relaxation.
- ii. Pain-free life.
- iii. Their primary goal is to eliminate pain.

e. Affordable

- i. I wouldn't consider it a luxury service; an average middle-class person can easily afford it.
- ii. I think what holds them back is more likely a lack of time or awareness about the profession.

3. What do I want them to do?

- a. Find the ad on social media and spark their interest.
- b. Be able to make time to address their pain.
- c. Click on the ad and book an appointment as soon as possible.
- d. Choose from several massage options to find what suits them best.

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

- **What They Need To See**

- A calm massage studio environment.
- A relaxed guest.
- The availability of pain relief.

- **What They Need To Feel**

- They found the solution to their problems.
- Trust in the service provider and confidence that the job will be done professionally.
- A sense of relief knowing that booking an appointment can improve their quality of life.

- **How To Achieve It**

- **Visual Elements**

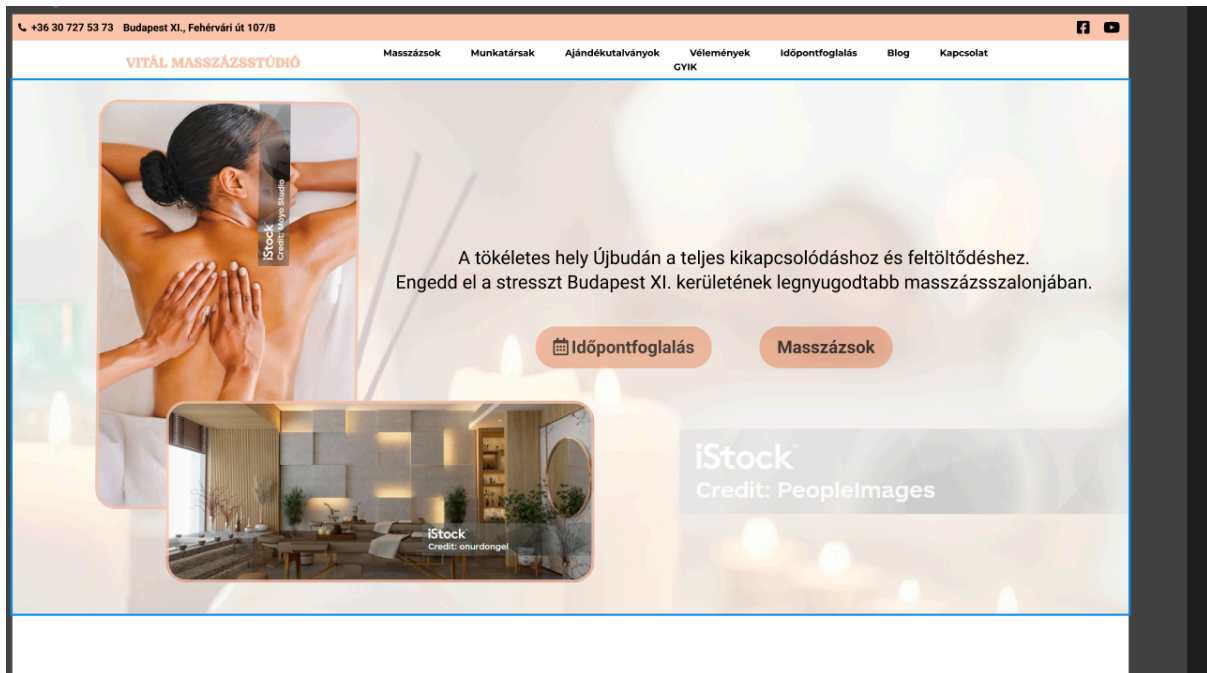
- Beautiful, high-quality, calming pictures of the studio.
- Images of a relaxed guest.
- Calm colors.
- A non-aggressive ad that suggests relaxation.

- **Experience**

- Their pain will finally be relieved, and they can live life as they did before.
- They have found a place where they can relax and are in professional hands that can free them from pain or discomfort.

DRAFT

New website draft:



- Relaxed colours, you can book straight away, no need to search for the option in the menu bar above