

How many times have you thought about changing your hairstyle? Let me guess... a lot.

Don't stress about not knowing what hairstyle to choose. After you sit in our salon's chair, you will step out feeling your best.

It's time to get compliments about your hairstyle. It's the time to feel confident.

[Click here to get the hairstyle you've always wanted](#)

Market research

Niche: Hair salons

-> Identify who they are talking to.

Age: 25\34

Sex: Females mostly

Geographic location: USA

A young woman who wants to look better and more fashioned but she can't do all of this alone so she starts searching for hair salons in LA she checks the prices and the quality of the salons, and she starts looking for what people who went there said about the salon to see if it good enough or not. She mostly tried hair salons before but she didn't get the results she wanted so now she is looking for a professional hair salon to get the results she wants.

-> Identify where the avatar is now:

Where are they physically: USA

Where are they on the internet: Instagram, Facebook, Google search.

Where do they typically hang out: Instagram and Facebook. But mostly on Instagram.

Where are they mentally:- Some of them are frustrated to some degree and some of them are normal, they don't have that big of a problem with their look and hair.

Sophistication level: Stage 4 - Market tires of your mechanism

Awareness level: 4 because they know about hair salons but they don't know about my prospect.

Current state: They think that they don't look pretty and want to change their style, they tried different hair products and different hair salons but none of them worked because they are not professionals, they need someone who knows what they are doing and this is where my prospects come to help.

Desired state: Some of them want to look like models and famous people, but a big BUT some of them don't want to look like famous people instead they only want to look like themselves but with better style.

-> Identify what the business owner wants them to do: They want them to book an appointment with them and after the first visit to the salon they want them to stay loyal and come to them every time for a higher LTV.

Write down the whole process of the target audience from "interested" to buyer:

Searched "Best hair salon in City".

Saw a couple of hair salons and then landed on my prospect's website

They started looking for photos of previous clients and credibility to separate them from other salons.

Saw the booking form.

Filled out the form.

-> Identify what YOU think they need to experience / think / feel in order to take the sequence of action you came up with.

They should feel that my prospect's salons are the best for them, this salon is the one that will give them what they can for, better hairstyle, color, style, etc.

They need to experience friendly vibes and be satisfied so they come back again and again.