

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: men hair salon

Business Objective: get more booking session

Funnel: organic search

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Market Reaserch
 - i. <https://docs.google.com/document/d/14cpc5YFtut2XcvxJobEyIt16aCeaBAxj7P51w-imlIA/edit>

2. Where are they now?

- a. Pain
 - i. Roadblocks
 - 1. Have bad experience with latest hairdresser
 - 2. Have very low trust to others hairdresser based on your past
 - 3. Lack of time
 - 4. Uncertainty About Finding the Right Style
 - 5. Price Sensitivity
 - 6. Fear of an Uncomfortable or Unwelcoming Atmosphere

- b. Current state
 - i. Looking for good, professional hairdresser salon for mens
 - ii. Want to improve/change haircut
- c. Levels:
 - i. Desire: 4/10 want to go to hairdresser
 - ii. Belief: 2/10 bad experience in last visit in other salon
 - iii. Trust: 1/10 just getting to know the salon
- d. Dream state:
 - i. Personal, expert advice
 - ii. Comfort of service
 - iii. High hygiene and safety
 - iv. Feel super confident
 - v. Stylish and trendy
 - vi. Proud and Respected

3. What do I want them to do?

- a. See GMB in google
- b. Click GMB
- c. Click link to website with the intention to book session
- d. See website with good copy
- e. Consume copy inside page
- f. Click "book session now"

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. Google search
 - i. Catch attention for my client's GMB in google (see many good testimonials, see high quality photos)
- b. Website
 - i. See elegant style of website (increase trust and believe)
 - ii. See Headline: "Expert Style, Quick Results—Your Time, Well Spent"
 - iii. " (increase desire)
 - iv. See section "why our salon" with phrases (increase believe and desire)
 - v. Our services section
 - vi. Testimonials
 - vii. CTA
 - viii. Information about salon opening hours, location, contact (and the end of website)

DRAFT (website)

Welcome to Hair Salon U Piotra

Expert Style, Quick Results—Your Time, Well Spent

At U Piotra, we believe that every man deserves to look and feel his best. Whether you're a professional, a student, or someone who simply values style and personal care, our team of expert barbers is here to provide you with the highest quality grooming services in a comfortable and welcoming environment.

Monday-Friday: 9-17

Saturday 9-13

Sunday: Closed

Oou Location (with map)

Why Choose Our Salon?

Experience and Skill

With years of experience in men's grooming, we combine skill and artistry to help you achieve the perfect look—whether it's a classic cut or a modern style. You can trust in the expertise that comes from a deep understanding of men's grooming needs and the latest trends.

Personalized Consultations

Not sure what style suits you best? No problem. We offer personalized consultations to ensure you walk out with a look that complements your personality and lifestyle. We take the time to understand your preferences and offer expert advice tailored to your unique needs.

Consistency You Can Trust

At U Piotra, consistency is key. We understand the frustration of getting an uneven cut or a style that doesn't meet your expectations. That's why we pride ourselves on delivering the same high-quality service every time you visit, ensuring you leave satisfied with your look.

Relax and Unwind

Your time at our salon is not just about getting a haircut; it's about taking a break from the hustle and bustle of life. Enjoy a complimentary beverage while you relax in our stylish, modern salon. We've created an atmosphere where you can unwind and enjoy a moment of peace.

Our Process

Each haircut begins with a thorough consultation to understand your desired look and how it fits your face shape, hair type, and lifestyle. From there, we move on to precision cutting, ensuring every detail is perfect. Finally, we expertly style your hair, applying premium products to ensure your look is polished and lasts throughout the day.

Dlaczego Warto Nam Zaufać?



Profesjonalni Styliści

Nasz zespół składa się z doświadczonych profesjonalistów, którzy wnoszą bogactwo doświadczenia i kreatywności do każdego spotkania. Stale ulepszamy nasze umiejętności, aby mieć pewność, że zawsze jesteśmy na bieżąco z panującymi trendami.

Lokalna Reputacja

Od ponad 13 lat Look&Style jest zaufaną marką w Kwidzynie. Nasi klienci są naszymi sąsiadami, a ich pochlebne referencje świadczą o zaufaniu, jakie zyskaliśmy dzięki konsekwentnej oraz wysokiej jakości obsłudze.

Indywidualna Opieka

Wiemy, że nie ma dwóch takich samych klientów. Dlatego oferujemy dostosowane usługi, które spełniają Twoje konkretne potrzeby i preferencje. Niezależnie od tego, czy szukasz świeżego cięcia, odważnego nowego koloru, czy też stylu na specjalną okazję, mamy dla Ciebie rozwiązanie.

Our Awards

Our salon values quality and experience. Numerous awards are the result.



Styles We Offer

- **The Classic Crew Cut:** A versatile, low-maintenance style perfect for men who prefer a clean, crisp look.
- **The Side Part:** A timeless option that adds a touch of sophistication to your everyday style.
- **The Textured Crop:** A modern take on the classic short cut, offering a more relaxed, textured finish.
- **The Quiff:** For those who like a bit of volume, the quiff is a stylish choice that blends the classic with the contemporary.

No matter which style you choose, our goal is to help you look and feel your best, with a haircut that complements your unique features and personal style.

What Our Clients Say

Testimonials from google

Book Your Appointment Today

Ready to experience the best in men's grooming? Book your appointment online now and discover why U Piotra is the top choice for men in Kwidzyn. Whether you're looking for a quick trim or a complete style transformation, we're here to help you look and feel your best.

Contact Us

Fryzjer Męski U Piotra
[Batalionów Chłopskich](#)
Kwidzyn, Poland

Phone: [Phone Number]
Email: [Email Address]
[Booking Link]

Follow us on [Social Media Links] to stay updated on the latest trends and special offers.