

WWP PL MESSAGES

Winners Writing Process

What specific business objective am I seeking to accomplish with this project? Why is it important?

Find more clients for Swietlana(his new employee) using FB Ads.

He needs clients for yesterday. Swietlana(his new employee) has almost zero clients.

What part of their online presence/funnel is needed to achieve this business objective?

#1 Grab attention - FB/IG AD

#2 Buy - redirect to Booksy after clicking link

Who am I talking to?



Svitlana is a 35 years old woman from Ukraine. She lives in Poland for 4 years. She has 2 kids and a husband.

She has a sedentary work in IT industry. She has backache and stressful work. Since there is no time to stretch or exercise, she has a very tense body.

Every day when she leaves office, she is distraught and her rushed body only reminds her of the stress. She needs some time to calm down and stop thinking about her work.

But then she has some emergency with their kids and entire day could be fucked. She is always tired and busy.

As a reward of her busy day, she scrolls social media, repost some memes on FB or watch Netflix.

Where are they at now?

- **Market awareness**
 - Solution Aware, we target cold audience
- **Market sophistication** - 5
 - Generally everyone knows massages, especially in Warsaw. They know the benefits, they know it fixes tension. Especially people from that self-improvement, take care of your body movements. Everyone knows that shit.
 - I see that my top player just uses direct benefits and identity, likes “allow yourself to rest to the benefit of your health”. But they also create nice, smooth reels from massages.
- **Current state** -
 - Backache
 - Stressful work
 - Chronic pain
- **Dream state** -
 - Stress-free
 - Pain-free
 - Fatigue-free
 - Relaxed
- **Solution** -
 - Therapeutic massage that will remove your tension. You will relax here and forget about your problems.
- **Roadblocks** -
 - She thinks she is busy and don't have time, so she is too lazy to take care of her body
 - Stretching and training look too overwhelming for her

Andrew's vials

1. IS THE VALUE I'M GOING TO GET WORTH IT?
 - a. COST - average
 - i. Price - average on market
 - ii. Effort - after clicking an AD, buying process is super easy
 - iii. Time - 1h of free time
 - iv. Sacrifice - 1h of free time, prepare for massage I mean she won't come
 - v. all sweaty
 - b. CURRENT FEELING OF PAIN/DESIRE
2. DO I BELIEVE THE IDEA WILL WORK?
 - a. CERTAINTY THRESHOLD - average
 - i. Cost - cost is affordable, just average.
 - ii. Personality - Music will slow, to make it more chill. Fast, smooth transitions. Good quality recordings with relaxing moves.
 - iii. Guarantees - we have no guarantees
 - b. CURRENT BELIEF THE IDEA WILL WORK - decent
 - i. Logic - they heard about it and logic suggests it works, many people do it and recommend.
 - ii. Science or Credible resource - employees have a degree, employees have 10+ years of experience.
 - iii. Social Proof - 5.0 rating on Booksy, 4.9 on Google
 - iv. Demonstration of results - we will have a video
 - v. How closely the product/service ifits my personal situation - We will do exact identity play to handle it, it fits to their current state.
3. DO I TRUST IN THE COMPANY/PERSON SELLING ME THIS PRODUCT?
 - a. TRUST THRESHOLD - low
 - i. Cost - Yeah, that's scary because someone random will touch the entire body. The only aikido I see here is just show this massager in reel.
 - ii. Personality - massagers look strong, I can't explain it. It's that type of wide posture and body fat, that looks powerful and athletic at the same time. But personally, I have much more trust for them than skinny guys.
 - b. TRUST IN THE COMPANY/PERSON SELLING - low
 - i. Familiarity and personal experience with company/person - none
 - ii. Social Proof - 5.0 rating on Booksy, 4.9 on Google
 - iii. Other person you trust vouches for them - none
 - iv. Primal Leadership Indicators - appearance, not ultra hard sell AD copy
 - v. Official certification or qualification - employees have a degree

Where do I want them to go?

I will split it for reel/copy.

VIDEO

1. Stop scrolling
2. Keep watching
3. Click a link and buy

COPY

1. Stop scrolling
2. Decide to read an ad
3. Read entire ad
4. Click a link and buy

What are the steps I need to take them through to get them from where they are to where I want them to go?

VIDEO


1. Stop scrolling
 - a. Naked body
 - b. Statement that resonates with a reader
 - c. Put message location
2. Keep watching
 - a. Smooth transitions
 - b. Massaging moves that look super relaxing
3. Click a link and buy
 - a. Stupid simple CTA

COPY

1. Stop scrolling
 - a. Bold text
 - b. Text well split, easy to consume
2. Decide to read an ad
 - a. Use useful headline that resonate with the reader
 - b. Call out problem
 - c. Identity play that matches with the read
3. Read entire ad
 - a. Amplify problem
 - i. Short scene that resonates with their life
 - ii. Use sensory language
 - iii. Explain that problem will grow
 - b. Show our solution
 - i. Immediate results
 - ii. Our solution is prepared for this identity

- iii. You will be massaged by people with 10+ years.
- 4. Click a link and buy

AD Video PL

LINK -  fixedcta.mp4

AD COPY:

THERAPEUTIC MASSAGE

Feel the stress and pain leave your body.

CTA: CLICK THE LINK TO BOOK A MASSAGE

AD COPY EN:

Is stress and tension controlling your life?

Your back hurts, your neck is tight, and your mind can't stop thinking about work...

This is your everyday reality, but you can't ignore it any longer.

The problem will only get worse and could turn into something more serious.

We have the solution for you.

We have prepared a therapeutic massage specifically for people like you – busy, with little time for themselves.

Just one hour of massage is all you need to free yourself from pain and tension.

We will release the tightness in your muscles, and you'll relax on our heated table.

You will feel the relief you've deserved for so long.

Our massage therapists, with 10+ years of experience, will take care of your body and well-being during the session.

Join over 120 satisfied clients and see for yourself why we have a 5/5 rating on Booksy.

Click the link to book your massage.