

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

This is a first draft that I'm looking to get reviewed

Business Type: Massage Parlor

Business Objective: Increase their Patients

Funnel: Social Media ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- People who have physical pains
- People who want a relaxing day
- Older people(mostly women) who have physical pains
- Women who live in the area
- People with chronic pains

2. Where are they now?

-Actively searching on Google for the massage places
Market Awareness-> Solution Aware-> Call out the known solution and offer a product

- Current levels

- Pain/Desire 3/10-> They want to feel relief from stress and physical pains
- Belief 2/10 ->They haven't used this service yet, but could stumble upon reviews and see that everyone else likes this service.
- Trust 0/10-> They probably haven't heard of this place, but their trust should increase when they see good reviews.

3. What do I want them to do?

- a. Stop their scrolling
- b. Sees a compelling Ad that disrupts the pattern
- c. Read compelling Ad that gives them the answer to their issues. They feel like this product could bring them to their dream state.
- d. Realize the solution I have given them is the best choice for their needs

4. What do they need to see/feel/experience to take the action I want them to, based on where they are starting?

- a. Stop their scrolling
 - i. Promise to fulfill their dream state
 - ii. Use very pattern disruptive colors
 - iii. Discount in the middle
 - iv. Show dream state with pictures
- b. See an interesting Ad that catches their attention
 - i. Unusual colors
- c. Read a compelling Ad caption that matches with their problems and needs
 - i. Calling out their problem
 - ii. Empathy
 - iii. Show the experience
 - iv. Show them my service is the best for their needs
- d. Take the solution I'm offering (Book an appointment with our specialist)
 - i. Newcomer discount

DRAFT

Escape the
Embrace
*Ordinary,
Tranquility*

Full custom
massage
from

~~\$75.00~~
\$50

813-769-4000

**BOOK YOUR APPOINTMENT
TODAY!**

Body Version 1:

Sitting at your desk all day is like carrying a backpack full of bricks on your shoulders. 🧳

It's not just the stiffness... 🖱️

If left unchecked, it will lead to tension headaches, poor posture, and chronic back pain.

Stress builds up, tightening your muscles even further (causing more discomfort).

If you're feeling the strain, then you need a Professional Massage:

✅ Relaxing and therapeutic treatment for immediate relief and relaxation.

✅ Certified therapists ensuring a safe and soothing experience.

📌 By tomorrow, you'll feel refreshed, rejuvenated, and ready to take on the day. Text us NOW and schedule your first session with a \$25.00 DISCOUNT 🎉

P.S. Our friendly and professional staff are ready to help you unwind 💕