

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?



Switlana 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
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

Personal analysis

Ad Copy

AD RECORDING

 WOOO.mp4

AD VIDEO COPY

THERAPEUTIC MASSAGE

Feel all the pain and stress disappear from your body

 3 minutes from Politechnika metro station

CTA: Make an appointment for a massage today

HEADLINE

Get rid of back pain in 60 min

DESCRIPTION

★★★★★ according to Google Maps

AD PRIMARY TEXT

Are back pain and stress at work making your life difficult?

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

It's a daily occurrence that you can no longer ignore.

Today you can get rid of this pain and finally sit comfortably at work.

All you need is our therapeutic massage:

 Qualified massage therapists with 10 years of experience

 Gentle movements that will massage every tense muscle

- 😊 Heated oils and position for deep comfort
- 💧 Immediate results after just the first massage.

See for yourself why we have a 4.9 Google rating and enjoy a day without pain.

Don't wait - fill out the form to book a massage today and say goodbye to a tight body.

INSTANT FORM HEADLINE

Get rid of back pain in 60 min

INSTANT FORM DESCRIPTION

Fill out the short form to book your massage. We'll call you back within 24 hours to find the most convenient date.

How it looks(a little bit yellow, I have blue light filter):



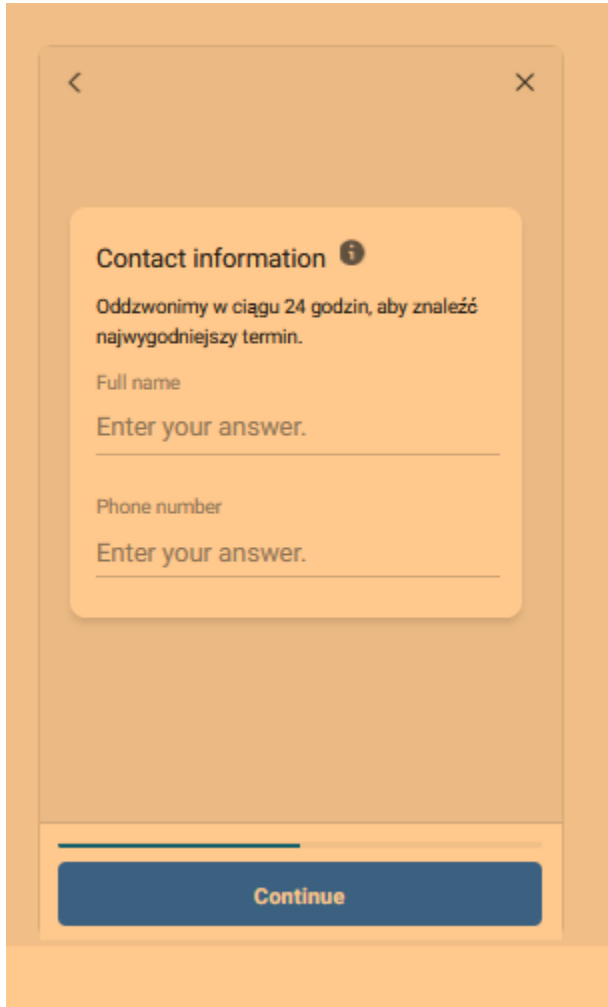
QUESTIONS FORM DESCRIPTION

We will call you back within 24 hours to find the most convenient appointment.

FORM FIELDS

Just number and full name

How it looks(a little bit yellow, I have blue light filter):

A mobile app form titled "Contact information" with a blue information icon. The form has a light yellow background and is set against a darker yellow background. It contains two text input fields: "Full name" and "Phone number", both with the placeholder text "Enter your answer.". At the bottom of the form is a blue button labeled "Continue". The form is enclosed in a white border with a back arrow on the top left and a close 'X' on the top right.

ENDING HEADLINE

Thank you for filling out the form!

ENDING DESCRIPTION

We will call you back within 24 hours to find the most convenient date.

Feel free to visit our website.

How it looks:

