

# WINNERS WRITING PROCESS

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**Business Type:** Event Services

**Business Objective:** Get more clients

**Funnel:** Paid ads

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# WINNER'S WRITING PROCESS

## 1. Who am I talking to?

- **People who are getting married** age 20-50 in Bucharest/Ilfov, who want to have a memorable Wedding.
- **People who are celebrating their birthday** age 18-50 in Bucharest/Ilfov, who want entertaining experiences.
- **Income Level:** Middle to upper-middle class, with some disposable income.
- **Psychographics:**
  - Value quality, Professionalism, and Diversity
  - Worried about the guests not to get bored

## 2. Where are they now?

- **Current state:**

- The wedding Lacks of engagements option, and the guests will be bored.

- **Dream state:**

- The wedding will be memorable because they have entertaining experiences.

### **Level of Marketing Awareness:**

- **Problem-Aware:** They recognize something is missing in their wedding plan but they're unsure how to solve it.
- **Solution-Aware:** Some may know about event services but are unsure of which company to pick.

### **Solution-Aware Phrases:**

- "How can I make sure my guests are entertained during the wedding"
- "What kind of interactive elements can I add that will make my wedding stand out?"
- "What can we do to make our first dance a truly magical moment for our guests?"

### **Product-Aware Phrases:**

- "Top-rated event services in Bucharest"
- "Cost of smoke and smoke balloons for wedding"
- "Trusted event services companies near me"

### **Current Level of Desire:**

- **Moderate:** they know about the idea of events services companies but do not know what services to pick.

### **Current Levels of Certainty in Your Idea:**

- **High:** They might need more information, but they know our services work.

### **Current Levels of Trust in Your Company:**

- **Low to Moderate:** They probably have seen our work on one of our social media accounts, building a little trust in us so they look on our page and at our reviews.

### 3. What do I want them to do?

- **Desired Action:**

- **Book us for their wedding** via our website.

#### **Perceived costs:**

- **Service Fees:** The primary perceived cost is the fee for the services offered.
- **Emotional Costs:** Emotional investment in the event means clients want everything to be perfect.
- **Time Investment:** Clients may consider the time they will spend researching, booking, and coordinating our services.

#### **Certainty and Trust Thresholds for Action:**

- They need **high certainty** that the services will live up to their expectations.
- They require **high trust** in the company's expertise, reliability, and customer satisfaction. (from testimonials)

#### **Biggest Objections:**

- "Is it worth the cost?"
- "Can I trust this company to do a good job?"
- "How do I know your services are high quality?"

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?

**Awareness Stage:**

- **See:** High-quality visuals and exciting videos of your services.
- **Feel:** Intrigued and excited about how you can elevate their event.
- **Experience:** Strong social proof through reviews and testimonials.

**Consideration Stage:**

- **See:** Detailed packages, pricing, and customization options.
- **Feel:** Confident that you can meet their needs better than competitors.
- **Experience:** Clear service offerings and straightforward options that align with their event goals.

**Decision Stage:**

- **See:** Easy-to-use booking process and clear calls-to-action.
- **Feel:** Reassured by urgency, incentives, and accessible customer support.
- **Experience:** Seamless conversion with visible "Book Now" or "Get a Quote" buttons.

**DRAFT**