

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Nail salon

Business Objective: Attract more clients, grow salon's reputation and profitability

Funnel: Website

WINNER'S WRITING PROCESS

1. Who am I talking to?

- *Primarily women (aged 16-55)
- *Searching for a relaxing environment
- *Beauty enthusiast passionate about aesthetics
- *Quality orientated that values expert advice
- *Trend conscious and enjoy having access to the latest styles and nail designs.

2. Where are they now?

- A. at home on their phone searching for a nail salon or scrolling
- B. Current state

- I. Seeking routine nail care
- ii.Looking to try specific styles (novelty)
- iii.Simple maintenance

C. Dream state

- I. wanting to feel beautiful and confident
- li. Seeking absolute relaxation and looking to be pampered
- iii.Also being fashionable with unique and trendy styles (more for younger women)

D. Level of market awareness

Ranges from problem-aware (basic needs) to most-aware (very knowledgeable about services, products, and salons).

E. Level of market sophistication

Moving from simple nail care to demanding unique, luxurious, and high-quality experiences.

3.What do I want them to do?

I want potential clients to stop scrolling and book an appointment on my webpage without thinking twice by making the process smooth.

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. Build trust and certainty about service and quality

Showcasing **positive reviews** and **testimonials** from satisfied clients will build trust, while Using **before-and-after images** or videos will provide visual proof of what they can expect.

B.Simplicity in booking and addressing perceived costs:

Ensure they can easily select services, choose time slots, and confirm appointments with minimal effort. Display prices clearly, eliminating any confusion or fear of hidden fees. Offer flexible cancellation and rescheduling options to ease concerns about commitment.

Elements the prospect needs to grasp:

Capture Attention: Clean, modern design with strong visual appeal.

#Expertise and Credibility: Display certifications, years of experience, and quality products.

#Social Proof: Positive reviews, testimonials, and 5-star ratings.

#Results: Use before-and-after images and showcase trendy styles (small business/will take care more of the client)

#Relaxation Desires: Evoke feelings of pampering and relaxation (small salon/more cozy)

#Highlighted Fashion: Showcase trendy and fashionable nail designs.

#Simple Booking: Easy, quick booking system with prominent CTAs.

#Transparent Pricing: No hidden fees; clear, upfront pricing.

#Flexibility: Flexible cancellation and rescheduling policies.

#Urgency: Strong call to action with possible time-limited offer.

DRAFT

Welcome to Meli Nails – Where Beautiful Nails Meet Relaxation

At Meli Nails, it's not just about nails. It's about leaving feeling like your best self—confident, relaxed, and looking incredible. Whether you want a trendy new look or just a bit of pampering, we're here to make it happen.

Your Experience, Your Way

From a quick touch-up to a bold transformation, we'll make sure you walk out feeling beautiful and ready to take on the world..

Why Meli Nails?

You deserve a space where beauty meets comfort. At our cozy, intimate salon, we focus on you—no rush, just personalized, expert care. Come in, relax, and enjoy an experience that's all about making you feel great.

Our Clients Love Us

"I was absolutely thrilled with Meli Nails! The salon is cozy and relaxing, and Melissa is full of great ideas. My nails have never looked better. Highly recommend!" – Maria D

"Melissa is so gentle and kind. I'm always satisfied, and the atmosphere is so welcoming. I truly recommend Meli Nails!" – Caroline T

Expert Care, Trendsetting Styles

Our skilled technicians use only the best products to give you stunning, long-lasting nails. Whether you love chic minimalism or bold designs, we stay ahead of trends so you can set your own. Let your nails be a reflection of your unique style—feel bold, beautiful, and ready to take on the world. Why wait?

Quick Booking, Clear Pricing, No Stress

Booking your appointment is easy—just a few clicks and you're set! With clear pricing and flexible options, you'll always know what to expect. Life happens, and we get it—that's why we offer flexible rescheduling and cancellation options, so you can book with total peace of mind.

Ready to Treat Yourself?

Our spots fill up fast, so don't wait—book your appointment now and leave feeling more beautiful, confident, and relaxed.

 **Book your transformation today!**