

Winner's Writing Process

1. Who am I talking to?

- a. Mostly Women age: ~30-55

2. Where are they now?

- a. scrolling social medias
- b. lookin for good quality spa with reasonable price
- c. Level 2 awareness - know the problem but don't know about mechanism and our salon
- d. Stage 4 sophistication - same stage with all spas, tired of mechanism
- e. Current state
 - i. aches, bad mood, stressed, with wish of care, tired of everyday
 - ii. lookin for somebody that meet their dream expectations
- f. Dream State:
 - i. No more pains, Calm and relaxed, Feelin younger
 - ii. Found her massage studio that she's gonna come back
- g. Thresholds:
 - i. Desire - probably strong, every woman want to feel comfy in her body - 5/6
 - ii. Trust - low, they don't know the company and probably never heard about it - 1/6
 - iii. Belief - They met with lot of ads, maybe tried some kind of therapies in the past that didn't work, they have to see sth new/fresh - 2/6

3. What do I want them to do?

- a. see an ad from our campaign
- b. got interested in our offer
- c. trust us
- d. go to our page
- e. book an appointment
- f. get proud with their decision

4. WHAT DO THEY NEED TO EXPERIENCE/FEEL/THINK TO DO THAT?

- a. believe the idea
- b. feel the strong need of offer
- c. Trust the company
- d. Visualize final results

TRW AI's Free value #1

Headline (Disrupt):

🌿 Stressed Out? Discover the Secret to Feeling Like Your Best Self Again!

Body Text (Intrigue):

Say goodbye to aches, stress, and the daily grind. 🧘 Our personalized spa treatments are designed to help you **relax**, **rejuvenate**, and feel **younger**—so you can face the day refreshed and stress-free.

Ready for some **self-care**? Book your first session today and find out why women just like you keep coming back!

CTA (Click):

✨ **Book Now** and enjoy **15% off** your first visit! Your journey to relaxation starts here.

TRW AI's Free value #2

Headline (Disrupt):

✨ Because You Deserve More Than Just a Massage... You Deserve to Feel Amazing!

Body Text (Intrigue):

Life's been tough, and you've been giving your all. It's time to finally treat yourself to the care you deserve. 🌸 Our spa is more than just a place for a massage—it's a space where you can reconnect with yourself and leave feeling rejuvenated and empowered.

The best part? You'll feel the difference after just one visit. Your body will thank you, and your mind will love it.

CTA (Click):

🌿 Book Your Experience Now and get 15% off your first appointment. Let's help you feel your best—inside and out.