

Picture waking up each day to fuller brows and more defined lips that still feel like you!

Our Permanent Makeup gives you a natural look that boosts your confidence.

Arina Studio is trusted by thousands of Berkshire women, with a 100% client satisfaction rate.

WRITING PROCESS

1. Who am I talking to?

- a. 30-60 year olds
- b. Busy individuals and those who prioritise beauty and grooming
- c. They lack confidence due to their brows
- d. They are on the edge with doing Microblading
- e. Have bad brows but are dealing with them so the problem is reduced each day

2. Where are they now?

- a. Current State
 - i. Scrolling on FB
 - ii. Some are new to the concept of permanent makeup
 - iii. Other are discerning are exploring advanced detail-oriented options
 - iv. *'As a mother of 5, I hardly have time to down my morning coffee, let alone draw brows'*
 - v. *'I've always had sparse, fair eyebrows and have been drawing them in for decades, sometimes successfully, sometimes not. I've resisted microblading*

- vi. *'I have to say I used to have a deep seated fear of people seeing me without makeup.'*
- vii. *'I've seen some bad examples and was too scared of them looking ridiculous'*
- viii. *'increasingly sparse and patchy'*
- ix. *'scant eyebrows'*
- x. *'Always had problematic brows'*
- xi. *Lacking confidence because of bad eyebrows*

xii. Dream State Solution

1. Stage 3 Desires

- a. *'Save time but still look well groomed'*
- b. *'I haven't needed a single touch up.'*
- c. *'I don't have to draw my brows everyday or worry about missing an eyebrow during a sweaty workout.'*

2. Stage 4 Desires

- a. *'Stunning eyebrows that really shape the face'*
- b. *'Very crisp'*
- c. *'All very subtle and leaning towards the natural side of things'*
- d. *'I feel much more confident now and would rarely wear makeup outside of going to work and even with that I wear so much less.'*
- e. *'LOTS of compliments'*
- f. *'my eyes now 'pop''*
- g. *'Very natural looking'*
- h. *She will feel complete*
- i. *The woman leaves the clinic knowing she looks beautiful*
- j. *Other women will compliment her*

xiii. Dream State Product

1. Stage 4 Qualities

3. Highly Skilled

- a. *Absolute perfectionist & what a beautiful soul!*

4. Understanding Needs

- a. *The perfect, most natural looking eyebrows after taking time to understand the look I was after*

5. Consultation

- a. *I really appreciated the guidance and honesty about what will/will not work.*

6. Environment

- a. *The clinic atmosphere & receptionist team are lovely.*

7. Emotional Support

- a. *Really calming and professional as I was nervous before and throughout the appointment.*

8. Aftercare

- a. *The rescue cream is amazing and soothing.*

1. Stage 3 Qualities

a. Satisfaction

- i. *perfect eyebrows.*

- b. Expertise and Professionalism
 - i. *Laura's professionalism, attention to detail, and the quality of results.*
 - c. Consultation Process/Quelling of Worries
 - i. *Initial apprehensions, alleviated by Laura's expertise.*
 - b. Market Awareness
 - i. Solution aware
 - c. Market Sophistication
 - i. PMU is at stage 3 for most
 - ii. TP-Players at stage 4 leading with authority and luxury positioning as best/most trusted providers
 - iii. They must see - Authority, Reputation, Specialization, Premium, Exclusivity
 - iv. Current Levels
 - v. Cost 3/10 ●
 - 1. Price
 - 2. Treatment is 2 hrs, could be seen as wasted
 - d. Desire/Pain 3/10 ●
 - 1. Lacks confidence, but if not clinically bad then pain minimised each day
 - 2. Drawn to regaining confidence if self-created problem with brows
 - ii. Belief 5/10 ●
 - 1. Discerning audience is less likely to trust in mechanism
 - 2. Unsure whether *microblading* right for audience
 - iii. Trust 0/10 ●📈
 - 1. Audience not seen client before

9. What do I want them to do?

- a. Stop their scroll with a good transformation, hook and specificity
- b. Get them to look at the transformation
- c. Read text
- d. Book a call

4. What do they need to see/feel/experience to take action?

- 1. Stage 4 Play
- 2. Advantage over cheaper competitors: Family like approach, boutique studio, 100% client satisfaction record
- 3. Increasing perceived value via UVP

- a. Trust
 - i. Leadership/expertise
 - ii. Certifications/Experience
- b. Specialisations
 - i. Expert/exclusive destination for treatments
 - 1. Increases trust (certification)
- c. Exclusive Experience
 - i. Exclusive studio
 - ii. Luxury environment
 - 1. Increases desire by reducing sacrifice
 - 2. Increases trust via exclusivity
- d. Reputation/Confidence in results
 - i. Track record
 - 1. Increases trust in my client
- e. Objections
 - i. "Will it look natural?"
 - ii. "Does it hurt?"
 - iii. "Can I trust this artist?!"
 - iv. "What qualifications do you have?"
 - v. "Which PMU treatment suits me best?"
- f. How will I increase Trust? ➡ Most important factor
 - i. USP/UVP
 - 1. "She looks much better than that trainee"
 - ii. Expertise
 - 1. "She'll give me the look I'm wanting"
 - iii. Primal leadership
 - 1. "She's founded her own business AND she looks great!"
 - iv. Testimonial from target market with same desires/current state
 - 1. If it works for them, it works for me
 - v. Official certification
 - 1. "This is the best treatment I can buy"
 - vi. Building familiarity with my client
 - 1. "I prefer X, I've heard about her before"
- g. How will I increase the cost?
 - i. Deeper benefits of treatment on Maslow's hierarchy of needs (confidence, self actualization)
 - 1. Stage 4 Desire
- h. How will I increase belief?
 - i. Resonating with objections
 - 1. "Yes that's true"
 - ii. Close fit to audience situation
 - 1. "Yes I want to be more confident!"

10. Retargeting ad 1

What factors will be at play in your copy that makes them want to seek your client out?

IMAGE:

- **Official certification or qualification**
 - *Most trusted name*
- **Primal leadership indicators**
 - *Founder and pioneer in niche*
- **Familiarity with personal brand**
 - *Image of Karen Betts*
- **Decreasing effort to achieve dream state**
 - **Demonstration of results (close fit to personal situation)**
 - *Before and after image*
- **Social proof**
 - *4.9 on Trustpilot*

BODY TEXT:

- **Resonation with discerning audience, Belief**
 - *Afterall it is on your face!*
- **Primal leadership indicators, Trust**
 - *Trailblazer in industry for 25 years*
- **Official certification or qualification, Trust**
 - *Winning multiple awards*
- **Familiarity with personal brand, Trust**
 - *Supporting several charities*
- **Close fit to personal situation, Belief**
 - *Changes lives through confidence*
- **Decreasing effort, Cost**
 - *Simple act every day*
- **Exclusivity & personality, Trust**
 - *Elite, hand trained by Karen*
- **Social proof (close fit to personal situation), Trust**
 - **Decreases time**
 - *Moment clients look in mirror after treatment*
 - **Familiarity with person**
 - *Greatest pleasures in my life*
 - **Desire to achieve dream state**
 - *Feel like a different person*
 - **Close fit to personal situation/Decreasing time to achieve dream state**
 - *given me back confidence*
 - **Familiarity with person/Logic play**
 - *Motivates us to achieve best result for all*
- **Official certification/familiarity with brand, Trust**
 - *Choose no.1, Karen*

DRAFT -

STAGE 4 AD - Karen Betts

Ladies, regain your self-confidence, with natural-looking results that elevate the true you.

Our results are so realistic, that they blend seamlessly into your look.

Choose Berkshire's first and only client-centred Permanent Makeup boutique, renowned for its bespoke experience

- ✓ A boutique experience, tailored to your unique needs
- ✓ Top-rated PMU Artist with 100% client satisfaction on Google.
- ✓ Certified PhiBrows artist with a decade of expertise

Enquire online today

STAGE 4 AD - Karen Betts

Rediscover confidence in your own skin, with natural-looking results that elevate the true you.

Permanent Makeup could be exactly the treatment you've been wanting.

STAGE 4 RETARGETING AD 1 - Karen Betts Retarget

Why choose Arina Studio?

Picking an artist you can be confident in is essential with Microblading & Permanent Makeup.

With over 10 years of experience as a certified PhiBrows artist, Arina has set the Berkshire PMU standard. Her boutique care, tailored for each client and flawless, confidence-boosting results have earned her a 100% client satisfaction rate, transforming the lives of thousands of women across Berkshire.

"It always brings me great happiness when my clients see their transformations. It's not just about the stunning change in their appearance, but rather watching them smile from ear to ear and say "You've given me so much confidence!". This is exactly what drives me to deliver nothing but the best results, tailored to their unique needs."

Berkshire's first and only Permanent Makeup artist, trusted by thousands for a boutique experience and confidence-boosting results with 100% client-satisfaction.

STAGE 4 RETARGETING AD 2 - Karen Betts Retarget

Choosing the right Permanent Makeup treatment can feel like a big step - from finding the best artist and studio, to choosing the style for you. That's why we've introduced *FREE video consultations* with Arina, a certified PhiBrows artist with a tailored approach to each client

With no commitment to book, it's the perfect way to learn which treatment will work best for you, based on your unique needs, while easing any doubts that may concern you before going forward.

Arina will guide you every step of the way, book a time that works for you and we'll follow up!

Image Description: USP on before and after image -

STAGE 4 RETARGETING AD 3 - Karen Betts Retarget

Microblading, could be just the Permanent Makeup treatment you've been searching for.

Arina Studio, Berkshire's most trusted name in Permanent Makeup, renowned for its bespoke approach for every client.

[Testimonial Video]

STAGE 4 AD - Heaven Sent Clinics

- 1. Ladies, are you ready for natural-looking brows tailored to you by Berkshire's leading artists? I'm Arina from Arina Studio and we're excited to offer a new FREE Microblading special to our wonderful community!**

Our personalised Microblading Brow Preview Service, takes the guesswork out of Microblading so you'll know for certain whether it's the treatment that suits you best.

During your personalised 1-to-1 session, our top-rated artists will walk you through the process, showing you exactly how your brows will look with treatment - the best way to try before you decide!

Reserve your FREE brow preview consultation today 

STAGE 3 AD - SMS Agency

Women of Berkshire 

Tired of drawing on your brows every morning? 

1. Discover your perfect solution 🔍
2. You can forget about filling in your brows for 2 years!

While bookings last, we're offering Berkshire Ladies £100 off Semi-Permanent Brows

- ✓ Natural-looking & defined brows
- ✓ A free consultation with an expert
- ✓ Certified Phibrows artist
- ✓ Enjoy for up to 2 years

Click "Learn More" to grab your voucher before they vanish

Running the Ads