

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** Massage business

**Business Objective:** Bring my client 20 new customers a month to generate 3.5k per month

**Funnel:** ***SIMPLE ORGANIC SOCIAL MEDIA DM FUNNEL***

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## WINNER'S WRITING PROCESS

### 1. Who am I talking to?

- Mostly women between the age of 20 and 45.
- People in Sherbrooke and Magog
- People who are on vacation
- People who want to relax
- Very Stressed people
- People with joint problems or surgery and need to recover
- People with a bad posture
- Middle to Upper-Middle Income
- Active Labor Workers
- Professionals and Office Workers

- College and University Graduates
- Health-Conscious and Fitness Enthusiasts
- Parents

## 2. Where are they now?

- **Awareness level?** Level 3, Solution aware - My client business is new in the market. Which means I need to come up with a compelling offer (free stuff, first time customer discounts).
- **Sophistication stage?** Stage 3-4 - I don't know which one it is for now. I need to keep analyzing the market to be able to adapt.
- **Cost?** The price is expensive at first glance. However, I can make the threshold go down by showing them that for their time and money, I will be providing them with extreme value.
- **Belief?** They are already aware that this is the solution to their problems. I need to prove that my client is the solution to their issue.
- **Trust?** She has no reviews (or very little). However this is an opportunity to help her get quick clients and accumulate the testimonials
- **Current state?** They are in pain, completely stressed out of their minds from their everyday struggle (work, family, paperwork, events). They need to feel relaxed and reset their brain.
- **Dream state?** Ease of mind (no more pain, no more stress, forget about there struggles, fully focus) .
- **Roadblock?** They can't get rid of the pain alone. There stress level is through the roof, there (insert body area) pain is persistent. They want to relax, free of mind.
- **Solution?** Finding the clinic that checks the market boxes of what they consider the perfect clinic.
- **Product?** Our clinic will offer a personalized service for each customer to solve their spécific issue.

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

- I want to disrupt their scrolling with my organic posts. This will create traffic and help my client get more sales.

### Steps:

1. My client wants to get more clients. So Im going to use Andrews organic funnel to be able to bring them in.
2. Before posting the ad, I need to test out 6 images in order to determine which one will work.

3. After testing them, out, I'll chose two of the most performing ones to use in this campaign.
4. Once the ad is put together, I need to post and then adapt it along the way (change x for y)
5. Once the result achieved, Ill be able to charge my client the amount of money I am worth,.

#### 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?

5.
  - They need to feel the need to obtain free/discounted stuff that can be beneficial/help them with their current state. Give them that sense of change of winning something with "ZERO" cost.
  - Fear of missing out (FOMO):
    - i. Limited time only
    - ii. Don't miss out on this opportunity

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## MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

### Generally, What Kind Of People Are We Targeting?

- Men or Women?
  - 10 (men)/90 (women)
- Approximate Age range?
  - 20-45
- Occupation?
  - Working people
  - Being a mother (STRESS)
- Income level?
  - Middle to upper middle income
- Geographic location?
  - Sherbrooke and Magog
- Psychographic :

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## Painful Current State

- What are they afraid of?
  - Being in pain for the rest of their lives
  - Having that limitation everyday
  - Can't live normally
- What are they angry about? Who are they angry at?
  - That stiffening pain that's limiting them or simply agonizing them. They want to be free from it.
  - They're angry at the pain. The long hours of work that's worsening them.
- What are their top daily frustrations?
  - Constant pain
  - Can't sit down like usual because of lower back pain
  - Can't sleep
  - Stopping them from doing their usual things (like a rock in your shoes)
- What are they embarrassed about?
  - Being limited (can't sit down correctly)
- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?
  - They want the pain to go away
  - They think normal stretching will help them out(it doesn't, they need a professional)
  - They see that this person is in pain, kinda looks down on them as a result.
  - Can't live a normal life
  - Can't do activities
  - Can't hit the gym
  - Being an anchor when doing a group activity
  - Being slower/less performing at work
  - Too much stress
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- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

- My back is killing me, I really need something to relieve the pain
- My neck is sore, I think a massage could help me out
- My shoulders are so stiff
- What is keeping them from solving their problems now? (Chat GBT)
  - **Perceived Lack of Immediate Need:** Some individuals may not view massage therapy as an urgent solution to their problems, especially if they are not experiencing acute discomfort.
  - **Scheduling Conflicts:** Busy schedules can make it challenging for clients to find convenient appointment times, leading to delays in booking.
  - **Forgetfulness or Overcommitment:** Clients might forget to book or may overcommit themselves, resulting in missed appointments. Implementing reminder systems can help address this issue.
  - **Financial Concerns:** The cost of services can be a barrier, particularly if clients are uncertain about the value they will receive.
  - **Unfamiliarity with Benefits:** Potential clients may not fully understand the benefits of massage therapy, leading to hesitation in seeking services.
  - **Anxiety or Uncertainty:** Some individuals may feel anxious about the process or uncertain about the outcomes, which can prevent them from taking the step to book an appointment.

## Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
  - They would immediately make the pain disappear.
  - They could go back to their normal activities now that the pain isn't limiting them anymore .
  - The pain is gone, so they can go back to the gym. Witch will then make them more healthy
  - They are less stressed, they can now focus clearly on their important task. Thus making them more successful
  - A massage can reset their creativity.
  - Feeling good! It can boost confidence when you feel that you are in control of your body. When you're confident you can seize bigger opportunities thus making you more money.

- They would avoid burnouts.
- Staying sharp
- Who do they want to impress? **Chat GBT**
  - Directly:
    - **Themselves:** Many people seek massages to feel better physically and mentally, and in doing so, they may want to "impress" themselves by prioritizing their health and wellness. It can be about showing themselves that they deserve care, relaxation, and recovery.
  - Indirectly:
    - **Peers or Colleagues:** Feeling relaxed, refreshed, and less stressed can positively affect how they present themselves in social or professional settings. While not explicitly done to impress others, the post-massage benefits of looking and feeling good can naturally improve how others perceive them, especially in high-stress environments.
    - **Partner or Loved Ones:** People who take care of their bodies and reduce stress often have more energy and emotional availability, which can enhance relationships. Again, this isn't done to impress, but the positive side effects of being healthier and more relaxed can make them more appealing to their partners or family.
    - **Clients or Customers:** For professionals and business owners, regular self-care like massages can indirectly impress clients or customers by allowing them to stay sharp, focused, and energized. Being able to maintain composure under pressure can leave a strong impression in a business setting.
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- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most? **Chat GBT**
  - **To Feel Seen and Valued:** Many people deeply desire acknowledgment, to feel as though they're worthy of care and attention. A massage provides a dedicated time where someone is focused solely on them, fulfilling a subconscious need for validation.
  - **Emotional Connection Without Pressure:** Physical touch in a professional setting can fulfill a need for connection without any expectations or strings attached. For some, this is a rare, vulnerable experience of closeness they may not easily find elsewhere.
  - **Relief from Vulnerability:** Lying on a table, surrendering control, and allowing another person to care for them can offer a liberating, rare moment of surrender. This can appeal to those who feel they're always "on" and self-sufficient.
  - **Reassurance of Wholeness:** Many people secretly desire to feel whole, regardless of pain or stress in their bodies. A massage can make them feel complete, healed, and reassured, even if just for that hour.

- **Permission to Let Go:** Society doesn't often allow people to express vulnerability, sadness, or even joy freely. In the safe, private space of a massage, people secretly hope to let go of all the masks they wear and simply be themselves.
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
  - I have no more pain whatsoever.
  - Feeling top shape
  - Calm

## Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
  - They truly believe they are in pain
  - Having a lot of stress
  - Not being at there 100%
- Who do they blame for their current problems and frustrations?
  - Work
  - Everyday life
  - Stress
  - Being a parent
  -
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
  - They don't really know the root of the problem.
  - They don't know how to relieve themselves from the pain.
  - It's expensive
  - Don't think a massage can help them
  - Not being able to make time
  - Bad experience at another massage place
- How do they evaluate and decide if a solution is going to work or not?
  - Positive reviews
  - Do they look trustworthy
  - Can they really fix my problem
  - Price
  - Equipment they use
  -
- What figures or brands in the industry do they respect and why?
  - They will respect the professional who actually studied in that domain so that

- they can be sure that the problem will be fixed
  - NORTH TORONTO RMT CLINIC
  -
- What character traits do they value in themselves and others?
  - Sharp
  - In shape
  - Hardworking
  - Focused
  - Healthy
  - Confident
  - Organized
- What character traits do they despise in themselves and others?
  - Lazy
  - Procrastinating
  - Fat
  - Unhealthy
  - Broke
  - Unattractive
- What trends in the market are they aware of? What do they think about these trends?
  - In this case, massage clinics offer extra time for free (15-30 minutes) when you buy for the first time. I could use this. I could offer diverse bundles to be able to get as many clients as possible
  - What “tribes are they a part of? How do they signal and gain status in those tribes? (Chat GBT)
  - **Wellness Enthusiasts:** People who view health holistically, incorporating regular massages as part of their self-care and mental wellness routines. They often signal status through participation in yoga, meditation, and other wellness practices. Their status might come from their knowledge of holistic practices and commitment to regular health rituals.
  - **Luxury Seekers:** Those who view massage as a premium experience, seeking out high-end spas or exclusive treatments. Their status within this group is often linked to their ability to access luxury services, often signaling this through brand choices, high-end service providers, or sharing their experiences on social media.
  - **Fitness Buffs/Athletes:** For those in the fitness or athletic community, massages are seen as recovery tools. They might signal their status through their physical performance, commitment to training, or preference for specialized massages like sports or deep tissue massages to enhance recovery.
  - **Busy Professionals:** This group uses massage as a way to manage stress and recharge. Status might be reflected in their ability to take time for self-care despite busy schedules, and they may signal this through time management skills, balancing high-stress jobs with wellness practices.



For signaling and gaining status, people often showcase their association with these tribes by sharing experiences through social media, discussing their wellness routines, or opting for specific high-status services or therapists.

## **Places To Look For Answers:**

1. Your client's existing customers and testimonials
2. Your client's competitors customers and testimonials
3. Talking with anyone you personally know who matches the target
4. market
5. People oversharing their thoughts and feelings online
  - a. Youtube
    - i. ("My journey" type videos)
    - ii. Comments
  - b. IG
  - c. Facebook
  - d. Twitter
  - e. Reddit
  - f. Other Forums
  - g. Amazon.com Reviews
  - h. Yelp and Google Business/Maps Reviews

## **Basic Avatar**



Name: Cristina

Background details:

- 32 Years old
- Has a dog
- A mother of 3 kids
- Has a loving husband
- Working in a grocery store 5 days a week
- Has an increasing pain in her lower back.

Day in the life:

5:00 am: Cristina wakes up at 5:00. She's the first one up as she needs to prepare everything. She prepares breakfast, the lunches and the bags for the kids. As she lifts one of the bags, she feels a rising pain coming from her lower back. She puts the worry aside as she still has stuff to do.

6:30 am: The kids are off to school, Cristina's husband is on his way to work, and the dog has gotten his daily walk. She starts to prepare to go to work when the pain starts surfacing again. Limited in her time, she decides to take two painkillers and move on with her day.

7:45 am: Cristina starts her cashier shift at the grocery store. A few hours pass and pain comes back. She starts to wonder if the pain is caused by all the recent stress she's been living with.

12:00 pm: While sitting in the breakroom, Cristina feels the pain amplifying. She twists and turns until she can find a decent position without feeling as much pain. She's starting to consider looking for an expert.

3:00 pm: 2 hours left on the clock. Cristina starts to think how good a massage would be. She also thinks that it would be able to make her back pain vanish. But she doesn't have time today because of all the work that needs to be done.

5:00 pm: She goes back home to prepare supper. Fast forward an hour. At the dinner table she ask about her current issue and talks about how a massage could help her out. Her husband approves.

8:00 pm: While cleaning up, Cristina feels the sharp pain worsen. She takes a seat and waits for it to pass by. She's going to find a massage clinic as soon as possible.

10:00 pm: As she is scrolling on her phone, she finds a giveaway ad for a massage clinic. The winner of the giveaway will receive a free consultation as well as some extra goods. She immediately enters. Lets hope I win, she says to herself before going to bed.

**DRAFT**

Massothérapie Jessica Bissonnette met l'accent sur une approche personnalisée pour favoriser votre détente et améliorer votre bien-être au quotidien. Nous vous accueillons dans un cadre serein et chaleureux, conçu pour vous offrir une expérience de relaxation optimale.

Nous nous engageons à vous offrir un service de qualité, entièrement adapté à vos besoins, que ce soit pour apaiser vos tensions musculaires ou simplement vous offrir un moment de relaxation profonde. Avec des soins attentionnés, nous vous accompagnons pour retrouver équilibre et sérénité.

Massothérapie Jessica Bissonnette aspire à devenir votre référence en massothérapie à Sherbrooke. Prenez rendez-vous dès aujourd'hui et laissez-nous vous guider vers une détente absolue.