

Winner Writing Process - Soap Maker

Objective: Gain attention and boost trust and authority in the brand

Part of funnel: Social media / start of their Funnel

<https://goatmilkstuff.com/collections/goat-milk-soap?page=3>

Who Am I Talking To?

1. Men, women, and kids
2. From kids to old ladies
3. Local

Where Are They At?

Passive attention

Levels:

1. Desire → high
 - a. They are constantly looking or feeling their insecurities, whether it be skin related or confidence related
2. Trust → Low
 - a. They don't know the person / brand
3. Belief → low
 - a. Unsure if mechanisms are true
 - b. They think their soap is good for them
 - c. May not be used to Goats milk soap

Market Sophistication:

1. Level 4

Market Awareness:

1. Level 3 - solution aware

General:

1. Not being able to afford as many soaps as they want
2. No bragging rights
3. Not having a soap that has the favorite scent, looks, and feel
4. Dry itchy skin
5. Never being noticed
6. Never being the one who smells good

7. They don't feel comfortable in their own skin
8. The tone hasn't been set for their day
9. They don't feel like themselves
10. No mental stimulation from their current soap
11. No change in their day / different scents can change their mood/feel
12. They don't have pretty soap
13. They don't have a multifaceted soap that makes them feel better
14. They feel bad for themselves and their skin
15. Their skin is being clogged with chemicals from other soaps
 - a. Makes them feel unhealthy
 - b. Gives them mental fog/irritability from lack of nutrients in their hair and skin
16. People won't want to be around them if they feel your negative energy
 - a. They see them as a smelly depressed unhealthy person

Dream State:

1. A soap that matches their personality and needs
2. Feels like their finally clean and hopeful to find the benefits to their health
3. Will finally feel like a normal human being that fits in
4. Don't feel insecure about their smell or appearance (dry itchy skin)
5. They want compliments / validation
6. They want to change their identity
7. They can free their mental worries/capacities from skin imperfections
8. They feel better about doing something good for their skin

Where Do I Want Them To Go?

1. Stop scroll
2. Read headline
3. Read body text
4. Click or follow CTA
5. Buy or order their new soap

What Do They Need To Feel/Experience To Get There?

1. Stop scroll



- a. Bold colors + shapes
 - i. Showcase soaps with wild and vivid designs
 - 1. Realistic decorations

2. Swirls and patterns
 3. Bold colors
 4. Not a “normal” bar of Dove soap
2. Read caption
 - a. Headline
 - i. Curiosities
 1. Call out know solution
 - a. Tired of generic soap?
 - b. Tired of crappy soap that doesn't clean?
 2. Tease dream outcome in headlines (if image call out mew mechanism)
 - a. Tease dream outcome + tease mechanism and how it's better (match sophistication)
 - ii.
3. Contact business
 - a. Read body text
 - i. Showcase “new” mechanisms that the market may not be aware of
 - ii. Humectant soaps
 1. Soaps that retain and “lock in” moisture
 - iii. Phthalate free fragrances
 1. Phthalate: Any of a group of esters of phthalic acid that are widely used in the manufacture of plastics and as synthetic additives in perfumes and cosmetics. These chemicals have been linked to reproductive and hormonal abnormalities in animals, including humans
 - iv. Show the desired dream state
 1. Friends and family noticing their improvement in...
 2. Skin health
 3. Mood/attitude
 4. Social life
 5. Confidence
 6. Overall energy levels increased
 7. Gaining more attention from the people in their life
 8. Getting compliments
 - a. “You smell so good”
 - b. “You seem so lively today”
 9. People laugh WITH them, not AT them.
 - a. “What's changed? You were always the quiet kid in class, now you're really fun to be around.”
 10. Being at peace with themselves
 - a. Finally having better skin
 - b. Finally having rejuvenated confidence
 - c. Finally feeling comfortable in their own bodies

11. Feeling a sense of belonging

b. Decide to buy soap

- i. Show the truth of their situation
 - 1. Ex) If you're not taking care of yourself, how could you ever feel comfortable in your own skin?
- ii. Repeat of showing their dream state
- iii. Compare the qualities of name brand soap to custom/handmade soap
 - 1. Big brand soap has higher PH ratings
 - 2. Big soap has less personality
 - 3. Big soap doesn't take the effort into crafting an experience not just a bar of soap
 - 4. Big soap won't make custom designs and scents
- iv. Curiosities
 - 1. Tease dream outcome + direct benefits
 - 2. Tease the mental shifts that take place
- v. Future Pacing
 - 1. Show what their life will be like on daily
 - a. A spa day everyday
- vi. CTA
 - 1. Keep it simple
 - a. Message to order now
 - b. Learn more
 - c. Contact today