

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Hair salong

Business Objective: get more clint

Funnel: Email/ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- Women and men
- Young and olde people

2. Where are they now?

- Home
- Scrolling on social media
- Ready to school start

3. What do I want them to do?

- Stop scrolling
- Book time

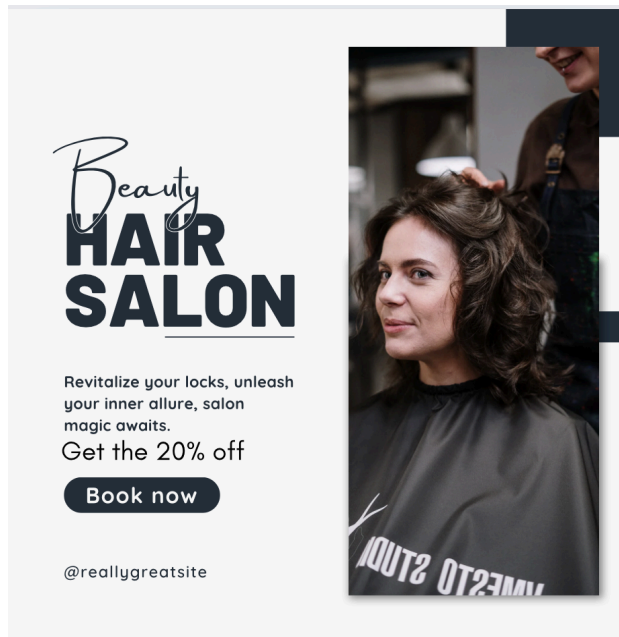
- Click on the link

3. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- Enjoy the ad
- Feel that it's for them
-

DRAFT

Ads:



Email:

Subject: Get 20% Off Your Next Hair Appointment – Book Now!

Dear Valued Customer,

We hope this message finds you well! At [Salon Name], we believe that everyone deserves to look and feel their best, no matter who you are. Whether you're a man, woman, young, or old, our talented team is here to help you achieve the perfect hairstyle for any occasion.

From weddings and important events to looking fresh for the new school year, we've got you covered. To show our appreciation for your continued support, we are thrilled to offer you an exclusive 20% discount on your next appointment!

Don't miss out on this fantastic opportunity to update your look. Click the link below to book your appointment now and take advantage of this limited-time offer.

[\[Book Your Appointment Now\]](#)

We can't wait to see you soon and help you achieve your hair goals!

Warm regards,

[Your Name]

[Salon Name]

[Contact Information]

[Website URL]