

Ru Version

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Beautician

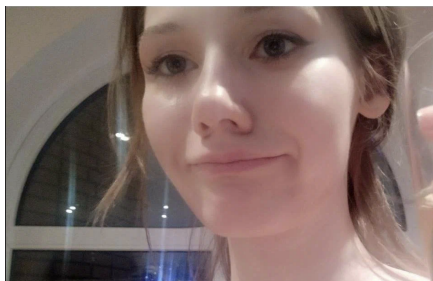
Business Objective: Increase AOV by upselling previous customers

Funnel: SMS → text us/online booking → conversion

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Women 30+ in Yerevan who want to look and feel beautiful and have no pain/problems with their feet.



Настя Т.

Хочет ровнейшую чистую кожу, опрятные и красивые ноготочки, вывести в ремиссию и вылечить проблему со стопами.

Хотят, чтобы на ботоксе была сохранена мимика, естественный длительный результат.

Podiatry desires:

Quick results:

Я регулярно посещаю этого подолога. И всегда очень довольна своими визитами к Алевтине. Потому что сразу вижу результат.

No pain

Весь процесс был безболезненным и комфортным благодаря внимательному и деликатному подходу специалиста

Во время педикюра не было никаких дискомфортных ощущений + все было очень быстро.

Во время процесса работы (педюкюр+вросший ноготь) никаких болезненных ощущений не было, все ооооооочень аккуратно и приятно.

Specialist is a caring person:

Очень рекомендую этого подолога как опытного и заботливого специалиста!

Прекрасный специалист, которому можно довериться.

Сама Алевтина - чудесный человек!

Explaining stuff:

Алевтина большой профессионал, провела небольшую консультацию перед процедурой, было полезно узнать моменты, связанные с моим случаем.

Особенно мне нравится, что она всё подробно объясняет, отвечает на все волнующие вопросы.
получила множество рекомендаций и в целом узнала много информации об уходе за ногтями и стопами

Sterility and safety:

Была сегодня у Алевтины на медицинском педикюре, всё очень понравилось!
Кабинет светлый, чистый, все инструменты обработаны.

Кабинет чистый, все инструменты стерильные, что очень важно.

Cosmetology desires:

Botox - personalized approach

Ботокс в зоне лица подобрали индивидуально,

Botox - natural (mimik is saved) lasting results

мимика сохранена, результат держится уже 5 месяцев.

Professional triggers trust:

Полное доверие и как к косметологу, кожа ровнейшая, поры чистые

Шикарный врач, компетентность и профессионализм чувствуется с первых минут общения!

Fast results, rejuvenating results:

За 35 минут мое лицо преобразилось

Be confident without makeup:

а я стала чувствовать себя увереннее без тонального крема.

Reasonable prices:

Приемлемый ценник за самые ходовые процедуры.

General desires:

Быстро, удобно, комфортно.

Feel beautiful:

лучшее место, чтобы почувствовать себя красивой

“Wow” effect:

После каждой процедуры эффект вау

Look younger, like themselves:

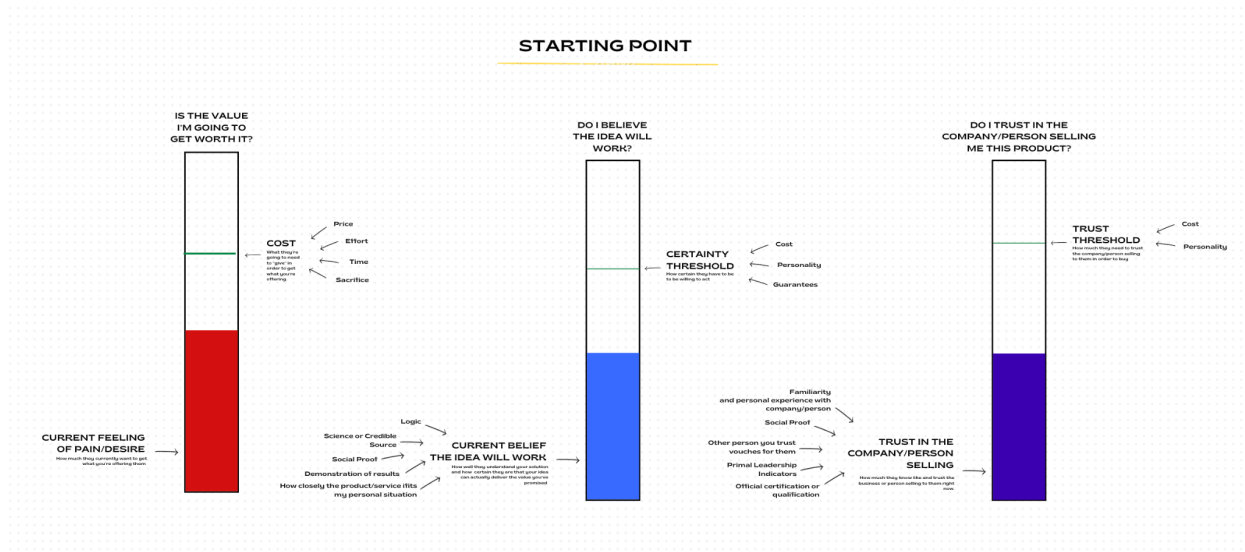
Лет на 5 за 6 процедур стала выглядеть лучше, снова нравлюсь себе в зеркале

Explaining each moment:

Особенно хочу отметить профессионализм доктора: все мне объяснила про мои проблемы, дала рекомендации и провела процедуру.

2. Where are they now?

- a. В Ереване, отправили детей в школу, появилось свободное время чтобы заняться собой.
- b. **Awareness** level - 4, she knows about us and has been to us before.
- c. **Sophistication** stage - 5, she knows what experience of pedicure can be like and she wants to look her absolute best without experiencing any pain or discomfort.
- d. **Current state** - Still have a problem with her feet and now has a dip in her self-esteem due to looking older than she'd like or having other issue with face.
- e. **Dream state** - she looks rejuvenated, youthful, and beautiful. Not only that she also feels the same way, walking is easy, her reflection is majestic.



3. What do I want them to do?

- a. Open my message
- b. Read it
- c. Either type “Осеннее преображение” or book online.
- d. Come and get it
- e. Like it and become a returning customer.
- f. Give us a review
- g. Roadblock:**
- h. Looks older than she’d like to/losing that familiar face she’s used to and has seen it for decades.
- i.
- j. Solution:**
 - i. Med pedi + botox
 - ii. Med pedi + meso
 - iii. Med pedi + bio-rev
 - iv. Med pedi + bio
- k. Product:**
 - i. My client
- l. Objections (mainly about the cosmetics as they didn’t try em for example):**

- i. Я делала работу в другой клинике и у меня не держится
- ii. Я уйду вся в синяках
- iii. Я боюсь игл/мне всегда делают больно

m. How am I going to handle the objections:

- i. Some super good punchline quote from a testimonial

n. Why should they buy my product and not another or other solution?

- i. Lasting results
- ii. Painless comfortable and relaxing experience
- iii. Always natural looks
- iv. She will look her best, like a phoenix risen from the ashes of summer.

o. Why should they pay attention in the first place?

- i. Connect physical needs to esteem
- ii. Curiosity over hook

p. Why should they take action NOW?

- i. Opportunity to save 20% from a cosmetic procedure
- ii. Scarcity - only 9-13 spots available

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?

a. DIC + DAS

b. Disrupt

- i. Short, punchy hook with desire
 - 1. Physical needs → esteem
 - 2. Relative to them
 - 3. Unusual formation
 - 4. Stage 5 play
 - 5. Their name

c. Amplify desire with visual language a little

d. present the offer (solution)

e. Quick CTA (Try only one and two)

DRAFT

Hooks

{{name}}, готовы к вашему “Осеннему Преображению?”

{{name}}, ваше осеннее преобразование уже ждёт!

{{name}}, осень проникла в Ереван, а значит это время для вашего преобразования!

{{name}}, осень проникла в Ереван, а значит это время для вашего осеннего преобразования!

Здравствуйтесь {{name}}, это Алевтина, и это секретное предложение только для моих постоянных клиентов.

Вы мой постоянный клиент и поэтому Вам полагается скидка -25% на мезотерапию, биоревитализацию и биожени.

Эти процедуры важно сделать сейчас, нужно предотвратить обезвоживание и гиперпигментацию.

Записывайтесь по ссылке

Ссылка

EN version

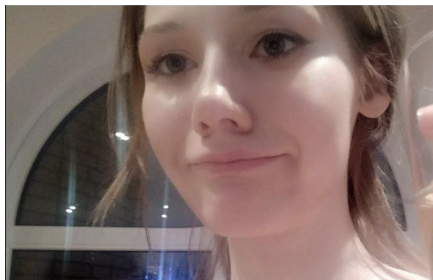
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- f. Women 30+ in Yerevan who want to look and feel beautiful and have no pain/problems with their feet.



Nastya T.

Wants a smooth, clean skin, neat and beautiful nails, bring into remission and cure the problem with the feet.

Although in order for the facial expressions to be preserved on Botox, conduct a mandatory result.

Podiatry desires:

Quick results:

I regularly visit this podiatrist. And I am always very happy with my visits to Alevtina. Because I see the result right away.

No pain

The whole process was painless and comfortable thanks to the attentive and delicate approach of the specialist

During the pedicure there were no discomforts + everything was very fast.

During the work process (pedicure + ingrown nail) there were no painful sensations, everything was sooooo neat and pleasant.

Specialist is a caring person:

I highly recommend this podiatrist as an experienced and caring specialist!

A wonderful specialist who can be trusted.

Alevtina herself is a wonderful person!

Explaining stuff:

Alevtina is a great professional, she held a short consultation before the procedure, it was useful to learn the points related to my case.

I especially like that she explains everything in detail, answers all the questions that concern me.

received many recommendations and learned a lot of information about nail and foot care in general

Sterility and safety:

I went to Alevtina for a medical pedicure today, I really liked everything! The office is bright, clean, all the instruments are treated.

The office is clean, all the instruments are sterile, which is very important.

Cosmetology desires:

Botox - personalized approach

Botox in the face area was selected individually,

Botox - natural (mimik is saved) lasting results

facial expressions are saved, the result has lasted for 5 months already.

Professional triggers trust:

Complete trust and as a cosmetologist, the skin is smooth, the pores are clean

A gorgeous doctor, competence and professionalism are felt from the first minutes of communication!

Fast results, rejuvenating results:

In 35 minutes my face was transformed

Be confident without makeup:

and I began to feel more confident without foundation.

Reasonable prices:

Acceptable price for the most popular procedures.

General desires:

Fast, convenient, comfortable.

Feel beautiful:

The best place to feel beautiful

“Wow” effect:

After each procedure, the wow effect

Look younger, like themselves:

I look 5 years better after 6 procedures, I like myself in the mirror again

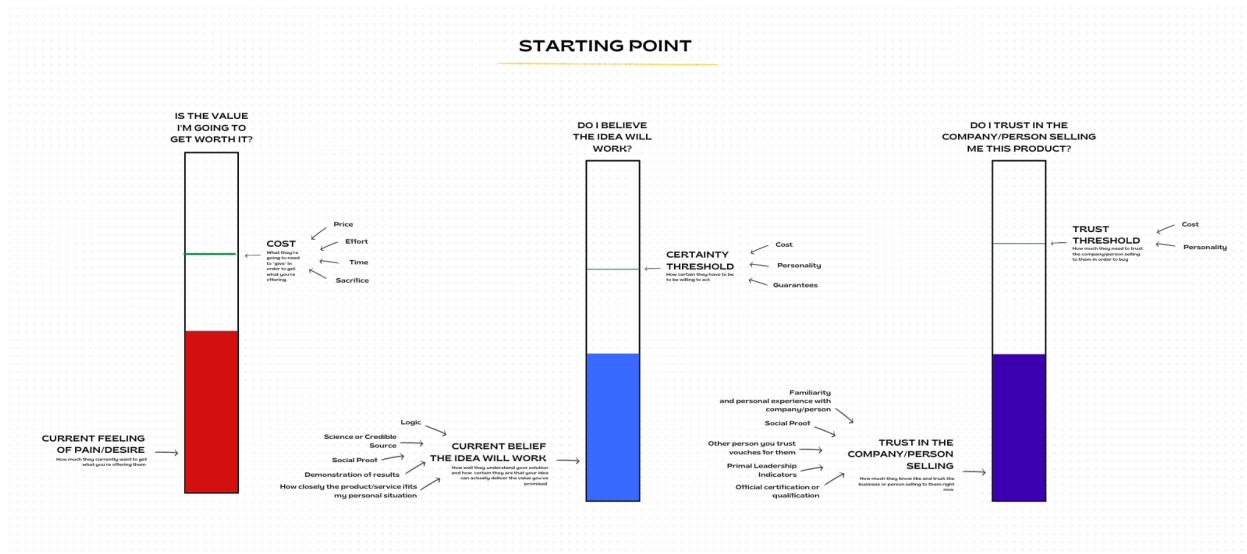
Explaining each moment:

I especially want to note the professionalism of the doctor: she explained everything about my problems, gave recommendations and performed the procedure.

Where are they now?

- g. In Yerevan, we sent the children to school and had free time to take care of ourselves.
- h. **Awareness** level - 4, she knows about us and has been to us before.
- i. **Sophistication** stage - 5, she knows what experience of pedicure can be like and she want to look her absolute best without experiencing any pain or discomfort.
- j. **Current state** - Still have a problem with her feet and now has a dip in her self-esteem due to looking older than she'd like or having other issue with face.

- k. **Dream state** - she looks rejuvenated, youthful, and beautiful. Not only that she also feels the same way, walking is easy, her reflection is majestic.



What do I want them to do?

- l. Open my message
- m. Read it
- n. Book online.
- o. Roadblock:**
- p. Looks older than she'd like to/losing that familiar face she's used to and has seen it for decades.
- q.
- r. Solution:**
 - i. Podiatry + medical aesthetics
- s. Product:**
 - i. Med pedi + botox
 - ii. Med pedi + meso
 - iii. Med pedi + bio-rev
 - iv. Med pedi + bio
- t. Objections (mainly about the cosmetics as they didn't try em for example):**

- i. I had the work done in another clinic and it doesn't hold up for me and doesn't last
 - ii. I'll leave covered in bruises.
 - iii. I'm afraid of needles/they always hurt me
- u. How am I going to handle the objections:**
 - i. Some super good punchline quote from a testimonial
- v. Why should they buy my product and not another or other solution?**
 - i. Lasting results
 - ii. Painless comfortable and relaxing experience
 - iii. Always natural looks
 - iv. She will look her best, like a phoenix risen from the ashes of summer.
- w. Why should they pay attention in the first place?**
 - i. Connect physical needs of podiatry to belonging and esteem
 - ii. Be curious about the first line
- x. Why should they take action NOW?**
 - i. Opportunity to save 20% from a cosmetic procedure
 - ii. Scarcity - only 9-13 spots available

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

- y. DIC + DAS
- z. Disrupt
 - i. Short, hook with curiosity + desire
 - 1. Relative to them
 - 2. Stage 5 play
 - 3. Their name
- aa. Amplify desire with visual language
 - i. Physical needs

- ii. Belogning
- iii. Esteem
- bb. present the offer
- cc. Scarcity
- dd. Quick CTA

DRAFT

Hooks

{{name}}, Ready for your Autumn makeover?"

{{name}}, your autumn makeover is already waiting!

{{name}}, it's now Autumn in Yerevan, which means it's time for your makeover!

{{name}}, Autumn has entered Yerevan, which means it's time for your autumn makeover!

V1 - Full

{{name}}, ready for your "Autumn Makeover"? 🍁

Give your feet professional care, after which nothing will stop you from enjoying bright autumn moments with your family...

And a renewed, fresh look gives you confidence - even without makeup.

Book an appointment for medical pedicure with:

- Botox;
- Biorevitalization ;
- Biogeny ;
- Mesotherapy;

and get a 20% discount on the second week.

Look what my customers who've tried it say:

"Complete trust as a cosmetologist, the skin is perfectly smooth, the pores are clean"

"Botox is selected, facial expressions are preserved, and the result has been pleasing for 5 months already."

“Just one procedure - and I no longer frown, which has been a problem since childhood. It's been 1.5 years, and I continue to admire the result!”

Only <x> spots are available in October.

Book a set of procedures right now through dikidi and make this fall your time for transformation and special attention to yourself.

[Link](#)

V2 - 1 testimonial

{{name}}, are you ready for your “Autumn Makeover”? 🍁

Give your feet professional care, after which nothing will stop you from sharing the beautiful moments of autumn with your family...

And the updated look will give you unshakable confidence even without makeup.

Sign up for a medical pedicure and botox / biogeni biorevitalization / mesotherapy and get a 20% discount on the second procedure.

“Complete trust and as a cosmetologist, the skin is smooth, the pores are clean” - Nastya T.

Only <x> places are available in October.

Sign up for a set of procedures now through dikidi and make autumn a time for your transformation and special attention to yourself.

[Link](#)

V3 - No testimonials - for those who bought both podiatry and cosmetics from us before

{{name}}, are you ready for the “Autumn Makeover?”

Take care of your feet with a treatment that will leave you free to share the beautiful moments of autumn with your family...

And your renewed look will give you unshakable confidence even without makeup.

Book an appointment for a medical pedicure and botox / biogeni biorevitalization / mesotherapy and get a 20% discount on the second procedure.

Only <x> places are available in October.

Sign up for a set of procedures now through dikidi and make autumn a time for your transformation and special attention to yourself.

[Link](#)

V4 - Only offer

{{name}}, are you ready for the “Autumn Makeover?”

Book an appointment for a medical pedicure and botox / biogeni biorevitalization / mesotherapy and get a 20% discount on the second procedure.

Only <x> places are available in October.

Sign up for a set of procedures now through dikidi and make autumn a time for your transformation and special attention to yourself.

V5 - Esteem + Belonging

{{name}}, are you ready for your “Autumn Makeover”? 🍁

Well-groomed feet and a renewed face will not only give you confidence, but will also emphasize your love for yourself and care for your well-being.

Book an appointment for a medical pedicure along with Botox, biorevitalization, biogeni or mesotherapy, and get a 20% discount on the second procedure.

After these 2 procedures, nothing will stop you from enjoying your autumn vacation with your loved ones.

{{Complete trust as a cosmetologist, smooth skin, clean pores}}

{{The Botox is perfectly matched, facial expressions are preserved, and the result has been pleasing for 5 months already.}}

{{One procedure - and I no longer frown, which has been a problem since childhood. It's been 1.5 years already, and I continue to admire the result!!}}

Only <x> places available in October.

Sign up for a set of procedures right now via dikidi and make this autumn a time of your transformation and special attention to yourself.

[Link](#)