

Winners Writing Process → Product description.

FURVUR AND AGRESSIVE FORWARD MOMENTUM AND FOCUS

What specific business objective am I seeking to accomplish?

-Have the reader make their first purchase

What part of the funnel is being used?

Meta ads → **Product page**

What is the business model & Niche?

- e-Commerce Pet/doodle grooming tools.

Who Am i talking to?

-I am talking to Doodle dog owners:

-Age: 45+

-Gender 90% women 10% men.

-Location: United states → Rural/Middle class women

[Here is Lisa](#)

Where are they now?

(Fearful about choosing a new product that may hurt their dogs)

Theres no way to use this brush without it hurting her, the brush was miserable trying to run through my dogs coat

(On the edge about investing into a quality brush) (and influenced via tribal relations)

I tried to hold out spending so much money for this brush but a friend of mine bought it and highly Recommended it.

(Frustrated, in the performance of the current mechanisms ability to solve their problem)

He get's very matted easily, and I can't afford the fee at the groomers he was getting shaved almost every session because our brushes weren't cutting it, I don't know how I can keep my doodles hair from getting matted, even though I brush and comb her every single day

(Frustrated at the amount of time it normally takes to solve their problem)

it takes well over an hour to brush him out to be able to keep the coat of our doodle, I thought buying this brush would make a time consuming task much easier

(Status feeling negatively affected)

so she is matt free, or atleast mat free enough that the groomer doesn't hate us.

(Tired of using products that cause strain, and are difficult to use)

The handle is very thin and curved which makes it hard to grip, making the brush difficult to use

(Fearful, and biased about brushes due to previous experiences)

My dog hates it, it pulls her hair so hard so when she sees this brush she runs away.
This brush is very painful for dogs

(Fearful and concerned at how a product will perform, angered and on the edge about spending money on products)

The slicker brush I had made my dog whine alot, especially when brushing his legs, the pins feel sharp, pokey, and rough.. It makes me mad I spent so much on such an expensive tool that did not perform as promised

(Desperate, stuck, and annoyed since they don't know how to solve their problem)

Our Doodle was getting shaved almost every session because our brushes weren't cutting it, I don't know how I can keep my doodles hair from getting matted

My furry friend's coat is very hard to keep from getting matted or getting dreadlocks,

(Wanting brushing to be less time, and easy, they want their doodle to look fluffy)

I noticed no difference in the time or effort of brushing and there was absolutely NO DIFFERENCE in the end result.

(Frustrated at the performance of alternative products)

I can't even get it to go through the coat, because on almost every brush stroke, it get's stuck in and pulls the coat.

(Sympathetic and angered/upset at how this task currently plays out)

My poor dog hates this brush, She runs and cries every time she sees me pull it out. I don't feel that it brushes her it just pulls and tugs on the skin, the bristles are way too sharp and they scratch and snag the hell out of your dog Even just running against my own skin lightly, the pins poke and catch my skin Definitely not something you ever wanna do to a pet that you love."

They believe that they are properly brushing their dog everyday, and the brushes aren't cutting it for their type of dog/dog coat

(They are aware of cheaper alternatives)

I should have done my research before purchasing as there are \$15 or less brushes that are better for poodles

My dog seems sensitive to brushing, and my hand hurts while brushing, and the brushes i use dont last a very long time, I want a brush that pulls out lost threads and doesn't pull or break the rest of the hair and doesn't scratch the skin

Another to collect dust and be added to my brush graveyard

ESSENTIALLY:

They know they need to brush their doodle to keep it's coat, but the brushes they use make the task time consuming and dreadful, both for the owner, and the dog.

- They want ot brush their dog to prevent costly groomign appts or prevent shaving 0 order
- Painful for dog 1st order
- Dog hates brushing, runs, cries etc 2nd order
- Become a time consuming and difficult task 3rd order.
- The task becomes a chore they don't want to do 4th order.

Dream state:

(They want brushing to be a pleasant experience, that the dog enjoys)

(They also want the brush to easily go through the coat & take out matts)

This brush is magical I used it and she melted. She layed in my lap for 30 minutes while I brushed her entire body. Mats just gently pulled through.

Now, routine grooming is a pleasant experience, instead of something I dreaded

(They want brushing to be faster & easier, they also want to reduce their dogs grooming appoiontments due to the hefty cost \$200+ every month)

This will greatly reduce the amount of time it takes to brush her, and will reduce her grooming appointment needs over the year.

(Relief, and satisfaction at the coat of their dog)

We are finally able to keep up with his coat routine. Grooming has become a pleasant bonding experience instead of something I dreaded

(They want the coat to be maintained specifically, they want a brush to easily glide thorough the coat)

it glides almost effortlessly through my Goldendoodles thick coat, making it feel like velvety silk, LITERALLY! He looks like a CUTE Teddy Bear, and this brush FLUFFS her up ADORABLY,

(They want to feel acknowledged for the hard work they're putting in to take care of their dog)

Our groomer is happy too, they gave me a compliment on how well his coat has been taken care of.

(They want their dog to enjoy being brushed instead of hating it)

I want her to be much more tolerant of brushing.

I want her to sit still and let me brush her everywhere.

(They want a brush that works for their dogs specific needs and won't hurt them), they want this brush to save them time)

it sure does work for my pup's thick and corse coat. It will save so much time. It's the most thorough brush on the market, and yet it doesn't seem to pull or annoy my puppy at all

(They want the brush to save them time, and be easier to use)

Brief brush outs have been a snap, and it makes a time consuming task a lot easier

Awareness level: 3 With a 2 mentality:

The reader is aware of their dogs hair being tangled & matted:

The reader is aware the solution is: (Getting their dogs groomed) Or (Brushing their dog)

However the reader seems to be confused on how to stop their dog from getting matted

Based on testing advertisements they seem to be mostly concerned about finding a solution to keep their doodles hair from getting matted,

And an alternative of brushing as a whole, THEY'RE SICK of the mechanism

Sophistication level: 4-5

The market describes the relation between the product as such:

Stage 5: *"I thought buying this brush would make a time consuming task much easier"*

Stage 4: *"our brushes weren't cutting it, I don't know how I can keep my doodles hair from getting matted, even though I brush and comb her every single day"*

Stage 4: *"on almost every brush stroke, it gets stuck in and pulls the coat."*

Stage 4: *"I can't afford the fee at the groomers"*

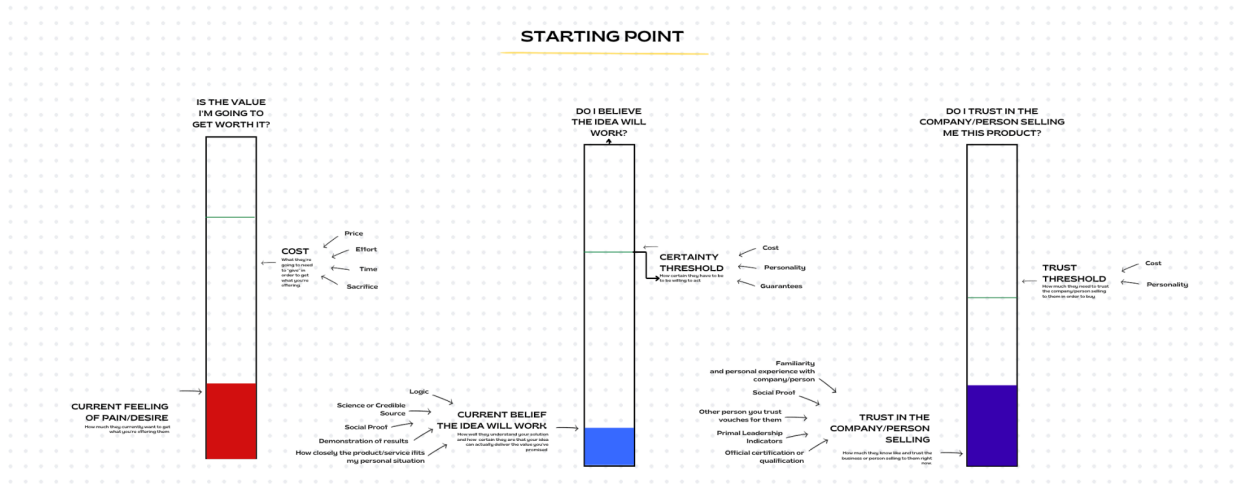
Stage 5: *"It makes me mad I spent so much on such an expensive tool that did not perform as promised"*

My best bet in this situation is to-

#1: Niche down → It's a brush specifically for Doodle's/poodle cross's

#2: Identity play: → Being a good doodle owner, wanting the best for their dogs (And dog groomers use it)

#3: Experience plays → It fully prevents your issue, it's easier, it does XYZ,



Entering the website: They will not initially believe the value is worth it, this is because their belief in the idea is relatively low.

Once I increase the belief in the idea, they will believe the value is worth it because the belief is for how well this can solve their problem, and their pain/desire is quite high (Not actively)

The trust is moderate due to the fact we're dog groomers, and we have 40+ years experience, and we love doodles just like them.

What makes the target market buy NOW:

-Authority figure confirms/makes it

-all the groomers rave about this brush

-my groomer recommended it

-my husband (who is a professional dog groomer) uses this

-My dog groomer told me about this brush and I ordered it the day she showed it to me, after having an experience with my dogs having matted fur.

-if professional groomers use it as advertised, it must be better than the average brushes.

-Purchased this based on my groomer's recommendations.

-We were told to buy this brush from the groomer We wish we would have listened.

-Solves their current problem

- I read that 'better' slickers were easier on the dog and didn't pull on the hair, so I bought this expensive slicker.

-Hearing "Hype/rave" within their tribe

-My fellow poodle owners have always raved about it

-don't know what the hype is

-After all the hype.

-Positive reviews

-I bought this expensive brush based on all the positive reviews

-I bought this brush based on the good reviews

-Purchased because of great reviews

-If it's unique & specifically made for them.

-I read that 'better' slickers were easier on the dog and didn't pull on the hair, so I bought this expensive slicker.

-I heard amazing things about this brush, especially for Doodles

-It came highly recommended for her breed, but is useless. She's a Bernedoodle

-It's unique; never seen a brush like it

-Seeing that the product works even for extreme cases: (Severe tangles & matting)

-I've been watching a youtube video of a girl who grooms the most difficult dog cases, and found she uses this brush. That's the main reason I bought it

Where do I want them to go? What specific actions do I want them to take?

-I want them to click (Add to cart) and proceed to the checkout.

What potential objections will they have?

-How the product is made, specifically the pins, and the handle.

-Cost → They do not want to spend a ton of money on a brush, and believe the cost doesn't matter.

-Thinking that every brush is the same.

Just 5-10 minutes every other day

Imagine brushing your doodle for just 5-10 minutes every other day, and they never got matted and were always perfectly floofed! This is the magic of adding just 40% more pins!

Smooth & Gentle

We made the pins smooth and polished, so your pup never has to deal with being pulled or poked.

You can simply sit back, brush, and relax while your pup lays down and melts in your lap.

Effortlessly brush hard-to-reach areas.

Every dog, especially Doodles, have super **curvy** contours, often making brushing the (ears, legs, and groin) absolutely dreadful with flat brushes.

We thoughtfully designed this brush to be curvy and perfectly match your pup's contour regardless of their size or age!

Comfortable to grip handle + Groomers grip

This ergonomic handle perfectly matches the shape of your grip, giving you a comfortable and sturdy hold while brushing your pup! PLUS, every variant besides “original” comes with “groomer’s grip” to ensure ZERO slippage even when wet!