

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESs

Business Type: Tanning

Business Objective: Book more clients that turn into recurring clients

Funnel: FB/Meta ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Primarily women who want some color

2. Where are they now?

- a. Scrolling on facebook

- b. Current Levels

- i. Pain/Desire - 2/10 feel insecure about themselves and want to feel more confident
 - ii. Belief- 4/10
 - iii. Trust in GLO - 5-10 Amazing reviews
- c. Current state
 - i. Insecure

- ii. not happy with how they currently look
- iii. nervous
- iv. clueless

d. Dream State

- i. expertly chose the right shade that made my skin LITERALLY GLOW! 😊
- ii. nothing but amazing compliments on how natural and glowing my skin looks
- iii. HANDS DOWN the best customer service I've experienced.
- iv. makes me feel super comfortable and confident
- v. so flexible with our schedules

3. What do I want them to do?

- a. Stop scrolling and read ad
- b. click link with intention to book a tan

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. Stop scrolling and read ad
 - i. Low price
 - ii. Cute girl with tan
 - iii. Demonstration of dream state
 - iv. video
- b. click link with intention to book a tan
 - i. new client offer
- c. Want the best spray tan?
 - i. asking a question that grabs attention
- d. Book S+B! New clients save \$20 on their first time with code BRONZE39 ⚡
 - i. promo code
- e. Get a quick confidence boost: feel flawless with the perfect tan

DRAFT

Save \$10 Instant confidence boost
Online Booking Special



Save \$10 Instant confidence boost
Online Special
For August!



Body Text:

Want to feel like your best possible self?

Boost your confidence with the perfect sun-kissed GLO that will get you feeling like your best self! Accommodating to your schedule we can make you GLO anytime and any day!

“Instant confidence boost ACTIVATED!!!! I’ve been coming here for years... My color has always washed off evenly after processing and leaves me feeling sexy and excited to show off my legs!” - Taylor B.

Use PROMO code GLO24 for \$10 off!

Rough Outline work

- i. new client offer
- f. Want the best spray tan?
 - i. asking a question that grabs attention
- g. Book S+B! New clients save \$20 on their first time with code BRONZE39 ⚡
 - i. promo code
- h. Get a quick confidence boost: feel flawless with the perfect tan