

Business Type: Custom jewelry/crystals/Lifepath consultations

Business Objective: Get more attention which will lead to more bookings and more revenue.

Funnel: FB ads/Meta Ads

WINNER'S WRITING PROCESS

Who am I talking to?

- Men and Women from ages 16+

Where are they now?

- Scrolling on Facebook or Instagram

Pain/desire is at 6/10

Belief it will work 8/10

Trust 5/10

Current state-

Feeling in pain, Stressed, Fatigue, Overwhelmed mind,Anxious

Dream state-Feeling relaxed, Stress free, Eased mind, Pain free, Calm

Level of awareness- Level 4 they are aware of their problem, know the solution and aware of product

Stage 3 sophistication because they market is competitive and no new mechanism.

What do I want them to do?

- Stop scrolling to see ad and with the intent of booking a massage

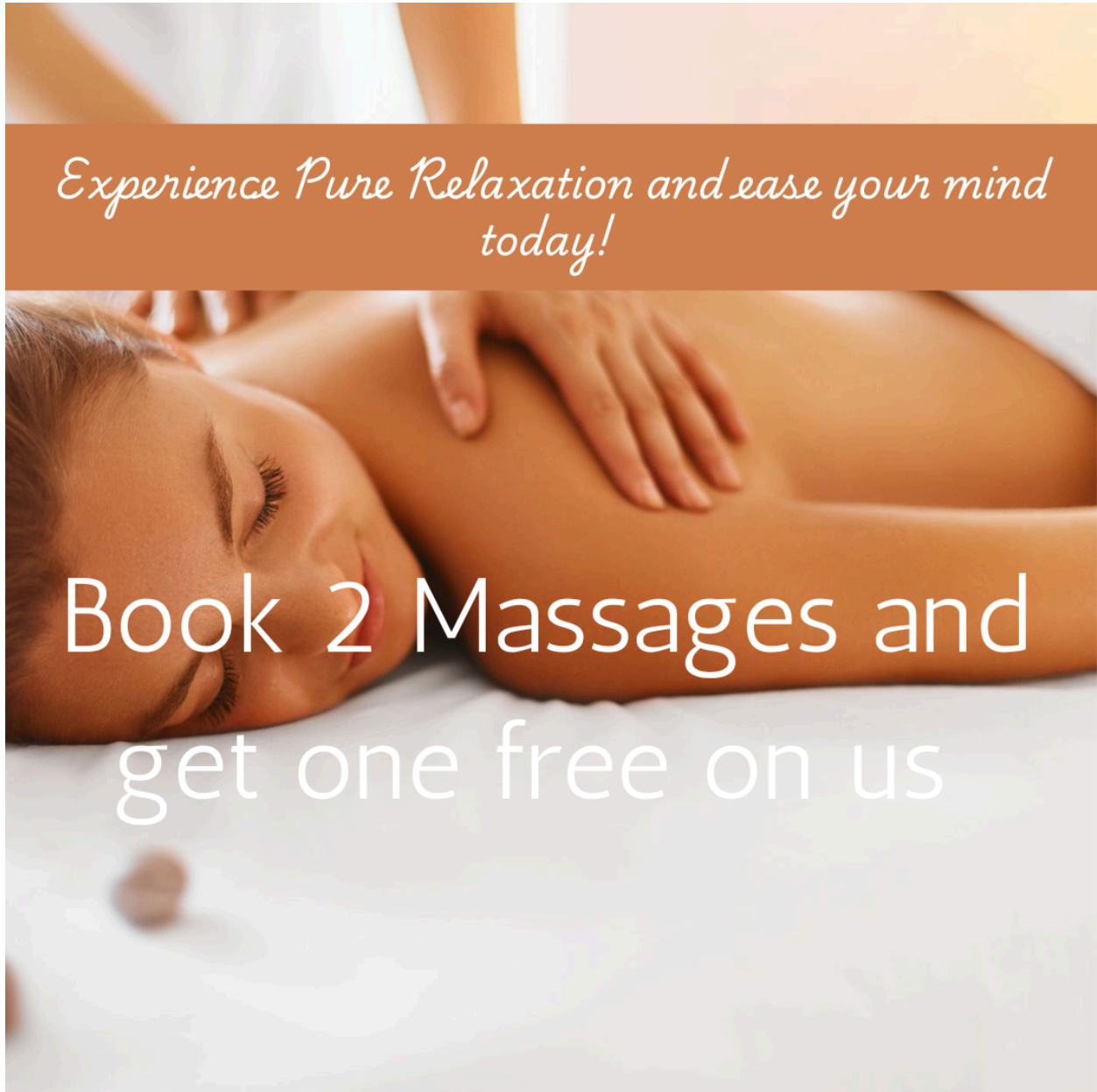
What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

Stop scrolling and see ad-

- They need to see imagery that looks relaxing and soothing to them. Like a serene background and someone getting a massage
- See Phrases like ""Escape the stress of everyday life" or "Melt away your tension."
- See affordable prices with a known solution to their problem of stress
 - Brand new offer only \$50
 - Buy 2 get one free
- Point out credibility of the massage therapists that work there to help them trust you.
- Have them know that your service will meet their desired outcome
- Mention location to let help the reader feel familiarity knowing it in their area.

DRAFT

Ad



Comment section- Feeling stress and needing to relax come and book with us today for only \$60

Book Now—link to website

Location--

#spa #massage #relaxation #calm

Here's a compelling Instagram ad for Life Path Consulting:

[Image/Video Description]:

A peaceful, minimalist scene with a journal, a pen, and a steaming cup of tea on a wooden table by a window. The background shows a soft sunrise or sunset, symbolizing new beginnings. The text appears slowly, as if being written out.

[Text Overlay]:

"Discover Your True Path"

[Caption]:

☀️ **Feeling Stuck? Seeking Clarity?** ☀️

It's time to uncover the purpose and direction you've been searching for. At [Your Business Name], we specialize in guiding you through life's transitions, helping you align with your true self and achieve your goals.

Whether you're at a crossroads or simply want to explore your potential, our personalized Life Path Consulting sessions offer the insights and tools you need to move forward with confidence.

✨ **Special Offer:** Book your first session and get 15% OFF!

👉 **Schedule Your Consultation Today:** [Link to booking page]

Find your path. Embrace your journey.

#LifePath #PersonalGrowth #LifeCoach #SelfDiscovery #Mindfulness #TransformYourLife

This ad uses calming visuals and inviting language to appeal to individuals seeking guidance and clarity in their lives. The offer and direct call to action encourage users to take the next step and book a session.