

Winner's Writing Process

Objective: Steal clients from other salons and get them to buy our service

1. WHO AM I TALKING TO?
 - a. woman (mostly 30-50)
2. WHERE ARE THEY NOW?
 - a. scrolling facebook/IG/looking for the best skin care salon in their area
 - b. currently using an skin care salon
 - c. Level 3 market awareness - they know the problem and a solution but don't know about our skin care salon
 - d. Stage 5 sophistication - tired of everything, probably tried it in the past but doesn't work as they wanted, still want dreamed outcome
 - e. Current State
 - i. Had a bad experience in the past
 1. pissed off, looking for somebody that can help them
 - ii. Had a mediocre experience
 1. Settled for mediocre experience, aren't really in pain
 - iii. Feeling old, attractive, not confident/shy, sad
 - f. Deamed State
 - i. Get the best care with the best outcomes, feel and look better than ever, they finally found somebody that can meet their expectations, be eye-catching, look sexy, confident, proud
 - g. Current Desire - 2/3 want to feel and look youthful and beautiful
 - h. Current Trust - probably 0
 - i. Current belief in idea - 5, should be 6
3. WHAT DO I WANT THEM TO DO?
 - a. Come to our beauty salon
4. WHAT DO THEY NEED TO EXPERIENCE/FEEL/THINK TO DO THAT?
 - a. pissed about previous bad experience
 - i. Hear about our salon
 1. Number of Google maps reviews
 - ii. Review our salon presence
 1. read some reviews
 - iii. Decide to book our service
 - b. quietly happy with their mediocre experience
 - i. Show them a better dream outcome
 - ii. indirect approach - go for new service they don't have

IG AD (FREE VALUE)



Secret to achieving a PERFECT body this summer? Discover our premier procedure. 🙄

In just a few minutes with a single treatment, you can achieve long-lasting, silky smooth skin. ⚡

Our advanced epilation technique removes hair more effectively than traditional methods, ensuring a smoother finish.

Say goodbye to shaving and the discomfort of unwanted hair, and enjoy your soft, smooth, and refreshed skin.

With summer approaching, forget about prices over \$200 and enjoy a special offer on a full skin epilation treatment when you schedule an appointment TODAY!

But don't wait too long, there are only 20 places left. Book an appointment online now.

Don't let someone else take your spot for a beautiful body.



Location: Cindyrella Beauty [exact address]