

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** Wellness / Spa

**Business Objective:** Increase monthly sales by 50% and get 10 more booking sessions per week

**Funnel:** via FB/IG/Meta Paid Ads

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## WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Middle aged women and men (25-45 years of age), suffering from high tensions and stress, work and/or travel related

2. Where are they now?

- a. Scrolling on Facebook/Instagram
- b. Level 3 market awareness - They know they are stressed, they know the solution/massage will work, they are not familiar with the product/company who to trust and where to go to get relaxed or how to get relaxed

- c. Stage 5 market sophistication - must showcase a solution specifically for those with a lot of tensions and high stress levels who cannot perform well on their jobs or hobbies
- d. Current state - Living life in stress, unable to do their day to day activities in the way they would want to do them, cannot perform their best at their jobs, cannot function properly because of the tension
- e. Roadblock? - feeling tired due to aerobic activities, tight shoulder problems due to stress, overuse, tension
- f. Solution? - Book a massage session
- g. Mechanism? - Thai massage, oil massage, classic massage
- h. Dream state - feeling relaxed, feel rejuvenated after the session, start living stress-free
- i. Perceived cost is fairly high (8/10) - time, money, effort
- j. Pain? - Dimmed down (3/10)
- k. Do they trust the idea? - Possibly (4/10)
- l. Trust in the company? - Moderately low (2/10)

### 3. What do I want them to do?

- a. Stop scrolling, pay attention to the ad
- b. Read the ad
- c. Click the link with the intent to possibly purchase/book a session

### 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
  - i. Beauty / Skin
  - ii. Clear showcase of person being relieved of their stress
  - iii. Color contrast
- A. Read the ad
  - a. Emotional connection
  - b. Emphasis on luxury and exclusivity
  - c. Expertise and trust
  - d. Positive physical and emotional effects

- e. Visualization of a relaxing moment
- f. Call to action
- g. Clear contact details
- h. Reputation and specialization
- i. Professional and convenient tone

# DRAFT



## Body text:

Exhausted and seeking true **relaxation**? Schedule a personalized session that's crafted to ease your stress quickly.

We know how it feels — from packed days to restless nights, your responsibilities can leave you feeling wiped out and needing a break.

What if you could **retreat** to a place of complete **calm**, to unwind, **refresh**, and regain your energy?

That's what Wellness Utrina offers. But don't take our word for it.

Here's what Tanya experienced: *"I arrived totally drained, and Anita's gentle, skillful touch made all the difference. Beyond her expertise, she's incredibly welcoming and kind."*



**Call today:** +385 1 66 99 333 // +385 91 333 66 19



**Discover more:** [wellnessutrina.com](https://wellnessutrina.com)

**CTA:** Click '**BOOK NOW!**' to claim your peaceful escape!