

This copy is ment to appear first on the page, so I Highlighted the desires of the females (they want to relax and the massage to be made according to their preferences)

"I know how it is... daily life can become overwhelming. Sometimes, you just need a break, a moment to set everything aside and relax.

At my salon, everything is about you and your needs. Whether you want to relieve stress or simply treat yourself to a moment of pampering, the massage you receive will be specially tailored for you.

(Here I wrote " Whether you want to relieve stress or simply treat yourself to a moment of pampering," because some of them are stressed and I speak with 2 kind of females, one that wants only relax and one that one to be distressed.)

I'll ask you what you like, what makes you feel good, and I'll make sure it's exactly how you want it. (I wrote this sentence in order to connect with their desire which is to get massage in order to their preferences)

And because I want you to have the best experience from your very first visit, I'm offering you a 20% discount on your first session. -> (I tried to made the offer more valuable for them)

So, if you feel you need a break, book a session!" -> To be honest here I don't know If it's good to let the CTA in this peaceful way, Should I make it more URGENT?

For example -> Don't wait anymore, book a session NOW!

How the CTA Should be? More URGENT or more friendly

Thank you for your time, effort and for all the help
@Ronan The Barbarian

Testimonial Copy

I want a feedback for this testimonial, I tried to put accent on the females desires which is (make massage based on their preferences and to get relaxed after the massage)

"The atmosphere at the salon was exactly what I wanted – calming and relaxing. The lady was very friendly and listened to me carefully. Unlike other places, here I felt that the massage was fully tailored to my preferences. It gave me exactly what I needed to deeply relax, and the lady who gave me the massage followed all my instructions. I left feeling completely refreshed and at ease.

