

Winner's Writing Process

(Tattoo shop)

Business Objective: Get more people to book in to get their tattoos done—50 clients to reach \$10,000.

1. Who am I speaking to?

- a. Men and women who have disposable income
- b. They want a realistic type of tattoo
- c. They always had the desire to get a tattoo
- d. They got burned by inexperienced tattoo artists.
- e. They get overwhelmed over the choices in artists. They all look the same so they just go for the most reviews.
- f. They want to see the cleanliness, cost, credibility, etc.
- g. 18 - 40 years old

2. Where are they now?

- a. Level 3 awareness - Call out known solutions then offer service as best form of solution.
- b. Stage 5 or 4 sophistication - (They talk about cleanliness)
- c. Levels:
 - i. Cost level: **Mid** (Threshold being slightly above it)
 - ii. Certainty level: **High** (Threshold slightly below it)
 - iii. Trust level: **Very Low** (Threshold is $\frac{3}{4}$ higher)
- d. Current State:
 - i. They want high-quality tattoos
 - ii. They search "tattoo shops in Puerto Rico" on Google Maps and see all the shops getting overwhelmed.
 - iii. Actively looking for tattoo artists on Instagram.
 - iv. Never had a tattoo done before.
 - v. They don't know about runny tattoos from bad artists.
 - vi. They don't trust easy to pick someone to tattoo them
 - vii. They go directly to the business to see how the artist works
 - viii. They want details so they usually pick the artist that doesn't trace his tattoos.
- e. Roadblocks:

- i. They want someone trustworthy but every tattoo artist seems the same. From the posts to the skills. It's really hard to choose who they want to tattoo their body.
- f. Solution:
 - i. They want a tattoo artist who is clean, private, professional, and skillful.
- g. Product:
 - i. A trustworthy tattoo artist can make the customer feel like they are in their salon for tattoos and have hygienic responsibilities.
- h. Dream state:
 - i. The tattoo shop was clean and with great customer service
 - ii. The client was well informed about what to expect and shows the artist that he cares about his client.
 - iii. Felt comfortable with the atmosphere, slight feeling of home.
 - iv. They want to remember their trip to the island with a tattoo

3. What do I want them to do?

- a. Stop scrolling
- b. Look at the ad
- c. Read the ad
- d. Gain their trust (I think i should make a portfolio for him)
- e. Get them to click the link
- f. Book a spot to get tattooed

4. What do they need to experience/think to do that?

- a. Stop scrolling:
 - i. They are actively looking
 - ii. Resources
 - iii. Pattern Interrupt
- b. Read the ad:
 - i. **Headline:** Call out solution
 - ii. Tell them of their choices "Take time looking for one but they all say the same thing, or choose which ever and risk your health with dirty tools"
 - iii. Offer solution as best form of solution
 - iv. **CTA:** Call to book a spot
- c. Gain their trust
 - i. Show authority
 - ii. The tattoo artist with 16 years of experience.

- d. Get them to take action:
 - i. Get them to click the link that goes to client's WhatsApp
 - e. Book a spot:
 - i. Get them to call through WhatsApp
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Copy for Meta ad

Want to get an authentic and high-quality tattoo?

We specialize in creating stunning, eye-catching tattoos in our clean, private studio. With 16 years of experience, we guarantee your satisfaction and safety.

“Message us on WhatsApp to reserve your spot!”



En Marzian0et Ink Studio ofrecemos un espacio privado y trabajamos solo por cita para garantizar una experiencia personalizada. Usamos materiales desechables **para garantizar la higiene** en un ambiente que se puede personalizar a tu gusto.

¡Llama ahora y reserva tu cita para tu tatuaje!