

Winners writing process

Who am i talking to

- I am talking to Mohammed, 34, a restaurant manager who wants the place he works to be the best. The market is highly competitive so he's always finding new ways to make his business stand out. In qatar. At work

Where are they now

- Their current painful state is that they are being out performed by competitors and are scared about a customer dying in their restaurant.
- Dream state is to be one of the top performing restaurants in the area and for their brands reputation to be secure and viewed as high end/5*
- Right now they are looking through their emails at work
- Differentiating their restaurant and keeping customers safe and happy all the time is keeping them from getting to their dream state.
- The solution is teaching their staff first aid, as managers want their staff and customers to always feel safe and there to never be an emergency that cant be dealt with
- The mechanism is a first aid course that can be taught to the restaurant's team
- Awareness is problem unaware or problem aware in the first email and progressively gets moved up to product aware
- Sophistication level is 2

What actions do i want them to take

- Read email/emails and click the link

What do they need to experience

- Understand their problem, get scared by the fact that if they dont purchase the mechanism then it may come back to bite them in the ass
- They should also feel like they want to buy the service because it can help differentiate them from other businesses
- They need to read emails 1-2, 2-3, 3-4, 4-5 which will be sent out a few days after each other

Let me know what you think about the emails and how i can improve them. The first 2 have already been sent out. Thanks

Subject - Read this BEFORE the Ministry of Public Health turns up...

Have you heard about the new rule that has been implemented...

When we found this out, we were shocked... and you need to make sure that your business/school is prepared.

The Ministry of Health now requires all businesses in Qatar to have **over 25%** of their staff trained in first aid!

This due to the fact that cardiac arrest is the leading cause of death in Qatar.

A recent story from a nurse in Doha stated:

"Everyone I've attended to in cardiac arrest who survives does so because of bystander CPR. Not us. Not our drugs. Because someone took action and kept that heart pumping. There is no excuse why CPR isn't taught."

Don't forget to be up to date on regulations next time the Ministry of Public Health comes knocking at your door.

Stay safe,

(my clients name)

(business name)

P.S. Almost forgot! If you want to qualify or re-qualify your staff for first aid, send us a message.

([Contact us](#))

SL - the SECRET ingredient to guarantee the protection of your company's reputation...

Hi customer,

What's one thing that could ruin *your* restaurant's reputation forever?

Spilled Drinks? Hair in customers' food? Or maybe an argument between staff and a customer?

These things (yet damaging to reputation) don't even come *c*lose to the one thing that could make an even greater impact on your business...

And we are here to prevent it...

We have already worked with different establishments such as **Sharq Village and Spa**, Doha English Speaking School (**DESS**) and **Nusr-Et Steakhouse**!

Where we've used our years of experience and knowledge in nursing and first aid to ensure the *safety* of everyone who walks through the front door.

Safety is the solution!

Look out for an email in the forthcoming days where we can help you take the first step into helping you secure your brand image forever!

Kind regards,

(clients name)

(business name)

([Contact us](#))

Email 3

Subject: the ONE thing all top performing restaurants around the world are doing...

Hey [Manager Name],

Don't you think (restaurant name) should be/should be one of the top restaurants in Qatar?

Well let me tell you how *you* can:

1. Enhanced hotel Reputation
2. Increase the speed of employee development
3. Save costs

All with one simple solution...

Teach your staff FIRST AID!

Here's why:

1. Customers feel safer in a restaurant with well-trained staff for emergencies
2. First aid training is valuable as it improves employee confidence when handling emergencies and develops personal and professional growth
3. Properly trained staff can reduce injury severity, potentially saving your restaurant/hotel on insurance and medical costs.

Let's team up and turn those "oh no" moments into "WOW" experiences!

Click the link below to learn more and book a first aid course today.

([Contact us](#))

Stay safe,

clients name)

(business name)

P.S. We're so confident in our course, we offer a **satisfaction guarantee**. But in all honesty, once you see your team transformed, it'll be a no-brainer!

Email 4

SL - There's NO excuse not to save lives! (This will answer all your objections)...

Hi (customer name)

Here's the thing, customer emergencies do happen (It's inevitable)... But with the right training, your employees can transform from bystanders, to **heroes!**

And you might be thinking (1) “This will take too long”, (2) “There's not enough money left over” or (3) “How will my staff get there”...

We're talking about **quick, easy** and **affordable** first aid courses wherever *you* want them to be.

You pick the destination and we turn up!

Our courses have never been as **fast** and **effortless** as they are today, thanks to the help of our new highly experienced trainer (who has over a decade of experience in the medical industry.)

Invest in your restaurant employees, and work with one of the *top* First Aid Companies in Qatar to create a safer environment for both customers and staff (in less than 3 days!)

Don't wait for an accident to make a decision!

([Contact us](#))

Stay safe,

(Clients name)

(business name)

Email 5

SL - NOT many restaurants in Qatar have taken this step... which is why it's crucial you do!

Think of the *peace of mind* you'll have, knowing your team is fully prepared and equipped with brand new up to date first aid knowledge.

Feel the pride of having a workplace that is prepared for the worst, where safety is not just a protocol but a culture.

Team up with one of the TOP First Aid companies in Qatar today!

(Save over 50QR per person if you book in the next 24 hours!)

Click below to book first aid training and create a safer, healthier, and more productive work environment for you and your team.

([Contact us](#))

Stay safe,

clients name)

(business name)