

# **TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS**

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**Business Type:** Podiatrist

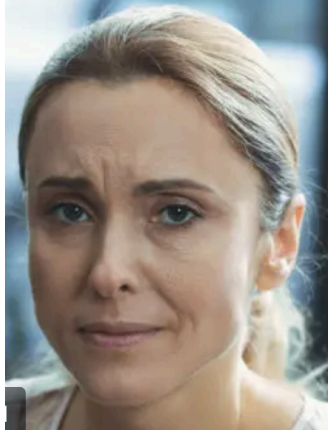
**Business Objective:** Get 250 bookings total in 7 days

**Funnel:** GMB/Search → Website → Convert

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## **WINNER'S WRITING PROCESS**

1. Who am I talking to?



**Name:** Evgeniya

**Age:** 30+ years old.

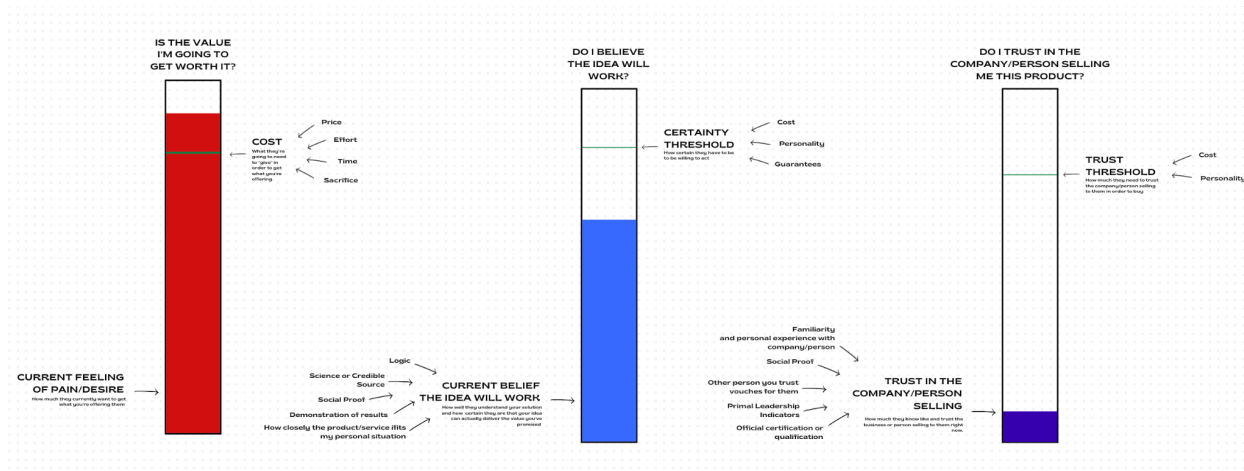
**Income level:** Average. (about 60k AMD/m)

**Location:** Yerevan, Armenia.

**Main concerns:** She suffers from foot problems such as ingrown nails, fungal infections or severe calluses, which causes her physical pain and emotional stress. She is very self-conscious about the appearance of her feet and is looking for a quick and painless solution. She is afraid of judgment from others, including medical professionals, and is very sensitive to the professionalism and hygiene of the clinics she visits.

## 2. Where are they now?

- a. Looking for a podiatrist in Yerevan
- b. Opened our site from search/maps
- c. **Awareness level - 3**, Came to our website, evaluates options, about to get to level 4, will learn about our company very soon
- d. **Sophistication stage - 3-4**, Competition usually makes 3, rarely 4; partly there will be a game of experience and identification
  - Competitors' approach
  - i. ✓ Contact a qualified podiatrist.
  - ii. If you have problems with your nails, we recommend that you contact a podiatrist. We will help you determine the cause and choose an effective treatment.



**Certainty threshold** high as they tried stuff in the past and it didn't work, maybe they've tried podiatry but it also didn't work

**Desire** is high, but fear of pain, efforts, need it to be VERY quick and not overpriced make it pretty high. Need to reduce cost in order to get certainty over the edge as well as trust.

**Trust** is low because they don't know us. Threshold high as they might've been scammed before by doctors or podiatrists

## e. Current State

**Afraid of the pain of the procedure and being judged for not doing it**

- My mom had a callus on the sole of her foot and was terrified of having it removed.
- I'm just really worried about how doctors and my family will criticize me if I tell them about it. I think they'll think I'm dirty or disgusting for having it and judge me for not seeking help sooner.

**Frustrated and angry about the constant pain and discomfort**

- "It's gotten to the point where it hurts to walk, especially in the

evenings, and they're so uncomfortable."

- "Every step hurts, even if I walk on tiptoe."

### **She is embarrassed to show her feet in the salon**

- "The salon is like a bunch of stations together, and everyone can see each other. And I felt very awkward."
- "In the salon, the pedicure area was not fenced off into a separate area, just a throne on the platform. During the procedure, other masters ran in to us, talked, it was not comfortable."

### **Embarrassed by the horrible look of my feet**

- "At first it was just the left corner of my big toe, but then my nail got all crooked and I'm embarrassed."
- "I'm so embarrassed by my toenails that I want to get rid of them. I've tried everything. I'm still in my 20s and too embarrassed to date."
- "I feel defeated. Too embarrassed to date."
- "Now that I don't hide my nails under (colored) polish, I'm SO embarrassed by them. It's getting warmer and I'll be too embarrassed to wear sandals or go swimming this summer."

### **Ashamed and embarrassed to go to a doctor/specialist**

- "I'm terribly embarrassed that the specialist will be horrified by my feet"

### **How do they feel about their problems?**

- "My heels are disgusting..."
- "I was recently diagnosed with type 2 diabetes and it seems like my heels have developed deep cracks in a short period of time, like the Sahara Desert."

- “I have very dry skin and eczema. My feet are horribly cracked, they look like they need stitches, but there is no way to stitch such disfigured, dry skin.”

## **f. Dream State**

Wants a calm life

### **Wants her legs to be “like new”**

- “Oh my God, it’s like I have new legs!”

### **Wants to get rid of problems quickly and painlessly**

- “I got rid of plantar warts absolutely painlessly, I could walk and run absolutely calmly during the entire treatment period”
- “But with Alevtina it’s super-safe, professional and a million times more pleasant.”
- “I regularly visit this podiatrist. And I’m always very happy with my visits to Alevtina. Because I see the result right away.”
- “The whole process was painless and comfortable thanks to the attentive and delicate approach of the specialist.”

### **Wants to wear her favorite sandals again (not be embarrassed)**

- “Thanks to her, I was able to wear my favorite sandals again.”
- “Thanks to Margarita, my nails 🔥🔥🔥 Now I am not embarrassed to wear open shoes”

### **Wants recommendations**

- “They gave recommendations on further foot care.”
- “I received a lot of useful advice on foot care and recommendations

on choosing shoes.”

- “Alevtina explains everything, gives recommendations.”

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

- a. Write to us and sign up for the procedure

### Objections

- It's painful, I don't want to do it.
- I'm embarrassed and afraid that I'll be judged.
- It's expensive and you'll start pushing unnecessary procedures on me.

#### b. Roadblocks:

- i. Cracks in the feet
- ii. Ingrown nail
- iii. Corns
- iv. Warts
- v. Corns
- vi. Thickening of the nail
- vii. Curling of the nail

- c. **Solution** - Podiatry and procedures to treat and prevent problems from recurring

- d. **Product** - My client, who will do everything quickly and painlessly + explain what causes the problem and how to prevent it, give recommendations, if necessary, then sell the necessary cosmetics for care on the spot.

Why should they buy my product and not competitor's or other solution?

**Safety.** Unlike many podiatry salons and clinics with non-sterile conditions, my snow-white office will greet you with medical cleanliness, instruments that have undergone multi-stage sterilization and craft bags that will be opened strictly in front of you.

**Comfort.** Accuracy and a caring approach provide my clients with a comfortable, painless experience of treatment and prevention of problems in a pleasant atmosphere, no matter how complex they may be.

**Individuality.** During the procedure, each client learns the cause of their problem, recommendations for prevention, and an individual treatment plan is drawn up. It speeds up and simplifies the process and is a guarantee that the problem will not recur.

**Result.** I do everything so that my clients can breathe a sigh of relief after the first procedure, without fear of experiencing pain when walking or sitting in the wrong position, and feel lightness and freshness in their feet.

Why should she buy NOW?

- **Opportunity** - discount for new customers of 7% off
- **Urgency** - Each day going by is worsening the issue which might lead to amputation (Reconsider this or reframe to play on fear but not fear mongering them even if it's a real deal)
- **Opportunity** - each of our clients for a full service receives a complimentary consultation valued at 3 000 AMD to ensure they get most personalized and effective care resulting in fast long lasting results from the start.

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?

## DRAFT

**IMPORTANT NOTE:** In case I didn't say it in my message I write in Russian so flow might be awful as I simply used Google Translate for it and didn't iterate much

### Hero Section

- **Background Image:** A professional, clean image of your clinic or a close-up of a smiling patient showing off healthy feet.

Podiatrist Yerevan: I will restore health to your feet without pain

Forget about pain in feet and their unkempt appearance by visiting a sensitive and careful podiatrist

"The best podiatrist in Yerevan. Everything was painless and as comfortable as possible." – Anna A.

### CTA:

- **Button:** "Sign up for WhatsApp"
- Subtext: "When registering for a procedure, each client receives a consultation worth 3,000 AMD free of charge."
- Another subtext in a circle or something like that: "7% discount for the first client"

Why people choose me?



## **Efficiency.**

After just the first procedure, my clients can breathe a sigh of relief, no longer afraid of experiencing pain when walking, and can once again wear their favorite open shoes without feeling embarrassed about their feet.

## **Comfort.**

Accuracy, caring approach and a pleasant, private atmosphere, closed off from strangers, provide my clients with a comfortable and painless experience of treating problems of any complexity in the shortest possible time.

## **Safety.**

Your safety is my number one priority. In my snow-white office, you will find sanitary cleanliness and instruments that have undergone multi-stage sterilization, stored in a craft bag, which I will open exclusively in your presence.

## **Individuality.**

During the procedure, you receive individual care without imposing unnecessary things, an explanation of what caused the problem, recommendations and a treatment plan that combines a pedicure with home prevention to speed up recovery.

### **CTA:**

- **Button: "Book appointment"**

Subtext: "When registering for a procedure, each client receives a consultation worth 3,000 AMD free of charge."

## **Don't take my word for it, see what my clients say:**

- **Testimonials:**
  - Display three to four short testimonials with client names and, if possible, their photos.
- Olga P.

A wonderful specialist who can be trusted. Alevtina explains everything, gives recommendations. The office is clean, all the instruments are sterile, which is very important. During the work process (pedicure + ingrown nail) there were no painful sensations, everything is sooooo neat and pleasant.

- Nastya T.

A great doctor, competence and professionalism are felt from the first minutes of communication! For the first time in my life, there was hope to bring hyperkeratosis (rough heels) into remission, no beauty salons could stand next to her in terms of quality, unfortunately. The result is super neat beautiful nails, they stopped growing in. Complete trust and as a cosmetologist, the skin is smooth, the pores are clean. I have already recommended her to a couple of friends - everyone was delighted. Alevtina herself is a wonderful person! I recommend her 10000% 🤍

- Alexander K.

I got to this podiatrist completely by accident, but now I know exactly where to go with foot problems. The specialist not only listened to all my complaints, but also explained the cause of the problem in detail, which was very calming. The treatment was selected individually, taking into account all my features. And most importantly, the results are obvious, after the first session I felt a significant improvement. The office is very cozy and clean, and the equipment is modern.

- **Button: "Book appointment"**

Subtext: "When registering for a procedure, each client receives a consultation worth 3,000 AMD free of charge."

## Каким будет *результат* педикюра?

- Photo
- Description of a problem

- **Button: "Book appointment"**

## My services

There will be a slider with service packages, by clicking "sign up" a person gets into a messenger with a choice of problem. By clicking "more" he goes to a separate service page with a slider or a series of services related to the package

Structure:

Photo before/after

Name of the solution complex for “x” problem

Description

CTA: “**Book appointment**” | CTA: “More details”

Before/After Photo

## Ingrown Nail: Treatment and Treatment

Quick and neat relief from ingrown nail problems without surgery, and correction to prevent recurrence of acute pain and discomfort.

**Button1: Book appointment** | Button2: More details → Service page

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Before/After Photos

## Treatment and Treatment of Corns, Hyperkeratosis (hard heels), Cracks

A gentle medical pedicure so you can return to a calm life, feeling light and free.

**Button1: Book appointment** | Button2: More details → Service page

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Before/After Photos

## Treatment of Fungal Infection

Forget about the strange appearance of nails and unpleasant foot odor after just 4-6 months of comfortable treatment with the best equipment and cosmetics from Germany.

**Button1: Book appointment** | Button2: More details → Service page

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Before/After Photos

## Hygienic and aesthetic procedures

Restore your feet and toes to a neat appearance after a quick and pleasant hardware pedicure, after which you will not want to apply gel polish to your shiny nails.

**Button1: Book appointment** | Button2: More details → Service page

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Before/After Photos

## Wart or Callus Removal

Completely painless and quick removal of warts (including plantar) and calluses (core or any other)

## About me

- **Photo:** Professional headshot of the podiatrist.

**Bio:** "I am Alevtina, an experienced podiatrist and have performed over 500 procedures and made over 1000 feet healthy and happy. My goal is to help those suffering from foot problems return to a calm life, without fear of experiencing pain and without embarrassment to walk in open shoes or walk on the beach. I value honesty, cleanliness and kindness, and therefore I keep my office completely clean, never judge clients that they allegedly "delayed" or "do not know how" to take care of their feet and I always inform if, perhaps, it will be necessary to endure a little pain, which happens ghostly rarely."

- **Video:** Короткое видео с процесса процедуры с приятной успокаивающей музыкой.

- **Button: "Book appointment"**

Subtext: "When registering for a procedure, each client receives a consultation worth 3,000 AMD free of charge."

## Стерилизация инструментов

- **Headline:** "Your safety is our priority"
- Sub headline: The process of sterilization of instruments
  - Quartzing of the cabinet.
  - Sterilization of instruments under the action of ultrasound with a special disinfectant solution.
  - Thorough cleaning under running water.
  - Packing in individual kraft bags.
  - Sterilization in an autoclave at a temperature of +129°
  - Dried.
  - Storage for dry heat and ultraviolet treatment.

- **Visual:** Icons or images representing hygiene and safety.

- **Button: "Book appointment"**

Subtext: "When registering for a procedure, each client receives a consultation worth 3,000 AMD free of charge."

# How to give your feet health and beauty in 4 simple steps:

- **Step 1:** "Medical pedicure appointment" - By clicking the appointment button in WhatsApp, you will be taken to a chat where you can select the problem that is bothering you, be it an ingrown nail, fungus, etc. (And if there are several problems), and then we will agree on the day and time of your visit.
- **Step 2:** "Consultation" - When you come for the procedure, I will give you a free consultation\* during which I will find out the cause of your problem and draw up a treatment plan, as well as give recommendations for home care and preventing the deterioration and recurrence of the problem.
- **Step 3:** "Procedure" - In about an hour of gentle and careful medical pedicure, I will relieve you of acute symptoms, after which you will feel lightness and freedom, realizing that the pain and discomfort are gone.
- **Step 4:** "Prevention" - Immediately after the procedure, I will give you recommendations for home care and prevention so that the problem does not recur, and we will also agree on your return visit for cleaning from dirt and further treatment.
- Visuals: Simple, clean icons representing each step.
- **Button: "Book appointment"**

Subtext: "When registering for a procedure, each client receives a consultation worth 3,000 AMD free of charge."

Bring back your calm, pain-free life in an hour of gentle pedicure and give your feet the health and well-groomed look they deserve.

- **Button: "Book appointment"**
- Subtext under the button: "Don't wait for the problem to get worse, find out how to get rid of the causes while I relieve you of acute symptoms and get your feet in order."
- "New clients get a 7% bonus on their first visit"

## Frequently asked questions

**Headline:** "Any questions left? I'll give you answers"

What is the difference between a pedicure specialist and a podiatrist?

In fact, everything is very simple, if the pedicure specialist is only concerned with the aesthetic side of the feet and nails, and instead of solving the problem, he hides it...

Then the podiatrist is a specialist who finds the cause of his client's pathologies and gets rid of them in the fastest and most effective way.

And thus will return a calm, measured life without the fear that you will step incorrectly and it will hurt.

And at the same time, he is able to bring the feet and nails to a well-groomed appearance, although, of course, he will not apply gel polish.

### **Is treating an ingrown toenail painful?**

Each person is unique and everyone has their own pain threshold, so pain may appear, but only for a moment, and most often you don't notice it.

Unlike most pedicure specialists and even podiatrists, my approach is very meticulous and careful, and therefore there is practically no chance that you will experience pain and only if there are complications is there a chance to feel it.

If this happens, I will tell you that you will need to be patient for a little while, and throughout the entire procedure I will clarify that there is no pain at all.

### **How long does the treatment take?**

Everything is extremely individual and depends on both the problem we are fighting and the characteristics of the person, but there are general rules that can be used as a guide.

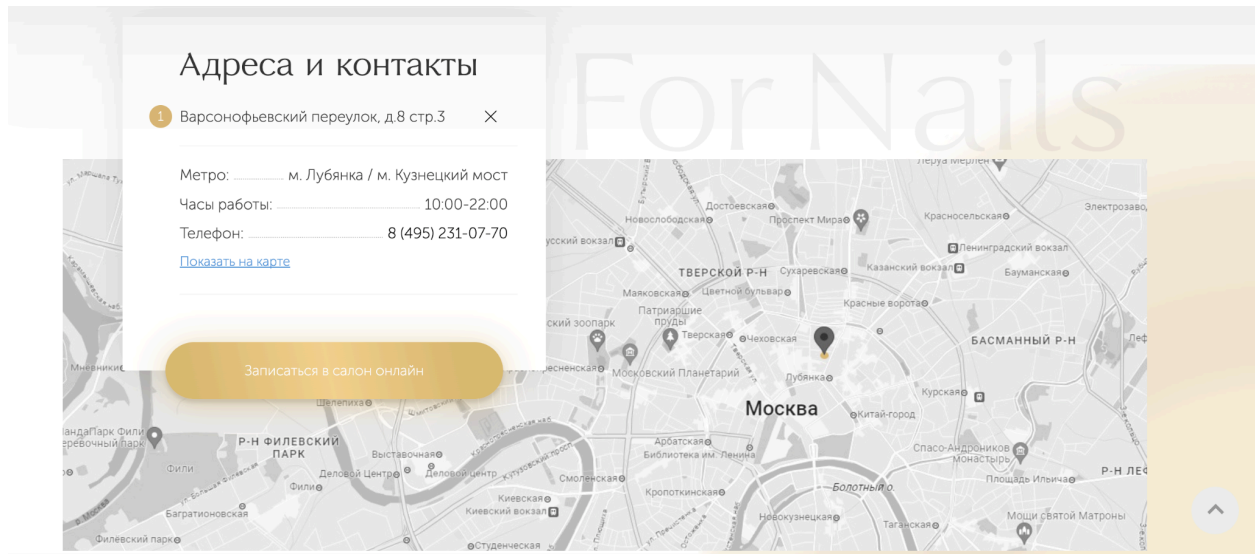
So, under ideal conditions, treatment of an ingrown nail will take several months (for the nail to grow back completely) and the problem will not recur with the correct cutting technique.

And it will be possible to get rid of a fungal infection in 4-6 months. To find out how long the treatment of your situation will take, sign up for a medical pedicure with me, during which I will be able to tell you this.

### **How to make an appointment for a consultation?**

To book a consultation, click one of the "sign up" buttons above and you will be redirected to our chat, where I will sign you up for it.

## **Map**



## Footer

Alya Beauty Yerevan  
 Address (link to maps)  
 + xxx-xx-xxxxxx

Working hours

## Blog (Consider AFTER it's all launched)

