

(The Landing page copy and some FB ad copies are rough translations, sorry if they sound a bit weird, but call it out if it doesn't make sense)

# Winners Writing Process

Business Objective: Convince those who are on the consultation site to schedule a PMU session

## Who are we talking to?

- Women 25-50
- Women who do their makeup every day to look beautiful
- They want to feel validated by others, they like to get compliments

## Where are they now?

- They clicked the link/button on the FB ads, and they landed on this site
- They are solution-aware (they are aware that permanent makeup exists)
- Level 4 market awareness → Every PMU artist uses the same mechanism

So what are you doing differently then?

- Current State:
  - they spend a lot of time putting their makeup on daily
  - They are tired of going through this process over and over again
  - They feel embarrassed about their look if they don't wear any makeup
  - They feel insecure because they think they are not attractive
- Dream State
  - They feel comfortable in their skin
  - They get a lot of compliments on their looks
  - rejuvenating beauty treatment
  - They save a lot of time in the morning
  - They love that they can wake up with perfect makeup
  - They don't have to wake up earlier
- Desire → They don't feel the urgent, high-intent desire to change to permanent makeup but we can pump this level up because deep down they want to look beautiful 24/7
- Belief → They believe that's working because makeup will make them more beautiful
- Trust → They have objections because if it goes wrong they have to pay a lot of money just to remove it, which they don't know about → They will be addressed in the FAQs

## What do I want them to do?

- I want them to fill out the form and send it in (primarily for a session right away) + come to the consultation

## What do they need to feel think and experience to do it?

- I want to catch their attention and increase their desire by showing them a huge before-after transformation and teasing their dream state in the headline.
- I want to build belief in the idea by showing them the +30 years of experience, and 25K satisfied clients are served
- I want to build trust by introducing my client (as the no.1 permanent artist in Hungary), maybe including certificates,
- Increase their desire by mentioning the dream state multiple times.

## Draft (This is how it looks like:

<https://magyarzsuzsa.hu/bejelentkezes-sminktetovalasra/>)

Dreaming of flawless brows and perfect lip color?

Now it can become a reality with makeup tattooing - one step closer to your confident, beautiful self.

At Hungary's No. 1 makeup tattoo salon.

Book an appointment

4 Free dates left in August!

+30 Years of makeup tattoo experience

+25,000 Satisfied guest

13 Eyelid tattoo technique

25 Eyebrow technique  
13 Lip tattooing techniques

Imagine a life where you are always at your best:

- Imagine waking up every morning with perfectly shaped eyebrows, defined eyes and beautifully highlighted lips. In the mirror, you see the woman you always wanted to be.
- Be more confident and feminine by always looking your best without having to worry about make-up.
- Have a look that's both natural and flawless, that enhances your beauty and lasts for YEARS.

Book an appointment

Meet Hungary's number 1 make-up tattoo artist - Zsuzsa Magyar

I am Zsuzsa Magyar, a make-up tattoo master with more than 25 years of experience and passion in the profession.

My goal is to create for you the perfect, inimitable look that will give you confidence in everyday life. Over the years, I have created more than 20,000 successful jobs and have learned from the most renowned international masters in the business.

Combining the most modern techniques and developing my own style, I guarantee that each treatment will be unique and special.

I participate in training courses abroad to make the latest European trends immediately available in Hungary.

(+client picture and certificates)

What do our clients say?  
(10 testimonials)

Book an appointment

(Before-After pictures)

### **This could be one of the best decisions of your life**

Think of how fantastic it will feel to look in the mirror and see everything you've always wanted: lush, beautifully arched eyebrows and flawless lips that bring out your true beauty.

This small but significant change can bring new energy and confidence into your life, knowing that you look your best at any time of day, wherever you go.

Plus, that beauty stays yours, no matter how busy your day is, you don't have to worry about it - you'll just be perfect all the time.

Be the woman you always wanted to be.

Fill out the form below and we'll contact you to book an appointment.

4 Free dates left in August!  
(scarcity)

[Fill-out Form]

Are you unsure?

Read the  
Frequently Asked Questions  
(To address common objections)

#### **"Will it hurt?"**

You don't have to worry about pain at all. During the procedure, we carefully use a local anesthetic that effectively minimizes discomfort. Thanks to this, you will hardly feel anything at all.

Most people experience only a slight tingling or gentle pressure during the treatment, which is completely tolerable.

Many of our clients are surprised at how comfortable and painless the procedure is, especially compared to what they were expecting.

#### **"Are you sure I'm getting what I expect?"**

For us, it's paramount that you're happy with the end result, and we even guarantee that you'll be happy with the woman who will look back at you in my mirror.

When we meet for your consultation, we'll discuss your detailed ideas and prepare a preliminary vision plan. We will only start the actual tattooing once you are completely satisfied with the design.

#### **"A bit expensive..."**

While makeup tattoos can be a major investment, it's important to stress that quality and expertise pay off in the long run considering how expensive and how much women spend on makeup.

We know what's sure to put a smile on your face, having helped over 20,000 women achieve this.

And you'll look back on this decision as every woman who's been with us has: 'It was one of the best decisions of my life...!'

### **"Is it a long time to heal?"**

The length of the procedure and recovery is also an important consideration.

The tattoo itself can take several hours depending on the technique, and full healing usually takes a few weeks.

However, the long-term results and the amount of time you save will make up for it. Not to mention how mentally refreshed you will feel by your new look.

And after we've done your makeup tattoo, we'll give you some useful tips to help you see your perfect face as soon as possible.

## Facebook Ads

## Winners Writing Process

Business Objective: Get Facebook scrollers from the ad to click the link and visit the landing page

### Who am I talking to?

- Women 25-50
- Women who do their makeup every day to look beautiful
- They want to feel validated by others, they like to get compliments

### Where are they now?

- They are scrolling on FB and they either find the ad or see the organic post
- They are most likely problem-aware

- Level 4 market awareness → Every PMU artist uses the same mechanism
  - Current State:
    - they spend a lot of time putting their makeup on daily
    - They are tired of going through this process over and over again
    - They feel embarrassed about their look if they don't wear any makeup
    - They feel insecure because they think they are not attractive
  - Dream State
    - They feel comfortable in their skin
    - They get a lot of compliments on their looks
    - rejuvenating beauty treatment
    - They save a lot of time in the morning
    - They love that they can wake up with perfect makeup
    - They don't have to wake up earlier
- Desire → We'll play with their dream state and minimize the overall cost and effort to be in the dream state
- Belief → Since they are problem-aware they might not know if it works but I'll make sure they believe that it will work for them on the landing page
- Trust → This part will be handled as well on the landing page

## What do I want them to do?

- I want them to click the link and visit the landing page where they can book an appointment.

## What do they need to feel think and experience to do it?

- Create a headline that catches their attention by either mentioning a current state or a dream state
- Tease the mechanism to make them solution-aware by the time they visit the landing page
- Create a CTA to make them curious and click the link and visit the landing page

Context: This is a potential rainmaker client with a 15% commission-based deal. My client offers free consultation for permanent makeup and my ads were centered only around that, and I got her a bunch of leads, mainly unqualified leads. Most of them only chose the free consultation option and they either came to the consultation (and didn't buy a session) or didn't show up.

This was the ad:

“Free consultation and individual make-up tattoo design. Half an hour that's all about you. During your consultation, you can ask us to create a visual design for you to see which makeup tattoo would look best on you!

Fill out the form by clicking on the "more information" button and we'll contact you.”

This was a really successful ad in terms of FB conversion but didn't make that much money. Previously they had a landing page that only had a fill-out form. I said them that we should create a new landing page to convert interested leads there.

So I decided to burn everything down and start fb ad copies all over again. I decided to create problem-aware Facebook ads and lead them to a solution-aware landing page and convert them there. They now only can book a free consultation if they choose a session beside it (brows, lips, eyelid), hoping that this solves the unqualified lead probee

Here are the FB ad copies I created with the help of the TRW AI:  
(I rund these ads with before-after transformation videos)

## Ad copy 1

Tired of Spending Hours on Your Makeup? Wake Up Beautiful Every Day!

Imagine rolling out of bed with flawless brows and eyeliner already in place. No more rushing in the morning, no more worrying about smudges.

Feel confident in your skin, and get ready to receive endless compliments on your effortlessly perfect look.

Discover the secret to saving time and looking stunning

Click on the "Learn more" button below to discover How You Can Wake Up Beautiful!

## Ad copy 2

Tired of the Daily Makeup Routine? Wake Up Confident Every Day!

What if you could start your day with perfect makeup—no effort required? You can enjoy flawless beauty and endless compliments from the moment you wake up. Save time and feel amazing every day.

Click on the "Learn more" button to learn How You Can Wake Up Confident Every Day!

## Ad copy 3 (this is a “stolen ad” that has been running for 7 months now by a competitor)

Fuller, more feminine, more sensual lips, from extra natural to a lipstick effect.

Natural, painless makeup tattooing in the heart of Downtown!

If you've always wanted to be the woman you've always dreamed of being, come to us and we guarantee to help you achieve it

Fill out the form by clicking on the "more information" button and we will contact you to get you enjoying your new look as soon as possible.

## Ad copy 4

● Tired of putting on make-up every morning? ●

What if you could start your day with the perfect makeup, and wake up feeling confident - effortlessly?

From the moment you wake up, you can enjoy flawless beauty and lots of compliments.

Save time and feel perfect every day.

Click on the "Learn more" button to find out how you can wake up confident every day!