

Youssef Al Morsy (Wedding Photographer) - Winner's Writing Process

Business objective - Get more clients from Meta ads

1. Who am I talking to? (Brief about the avatar)

Avatar: Sarah, a stressed woman who cares about her style, appearance and the impression she makes on others.

Age: 28

Location: Alexandria, Egypt

Groom's Income: Upper-Middle class income (EGP25k to EGP35k/Mo = \$520 to \$729/Mo) - (1 USD = 48 EGP)

Status: Engaged, planning her wedding

Beliefs:

- She wants to have a flawless and memorable wedding day that she can look back on with pride and happiness when she sits around in family/friends gatherings.
- Her wedding is very important and she wants everything to be perfect. She knows that photography is an important part but not as essential as the other venues (like caterers, wedding planners, etc.)
- She values professionalism and friendliness, and hates sloppiness and inattentiveness
- She bases her decisions on others' past experiences and loved ones opinions
- Sarah has heard horror stories about photographers who charged a lot and delivered subpar results from her family and friends, which makes her have less trust in the mechanism providers.
- They believe that the photographer should have experience with their venue
- **They DON'T know about why is a mini-shoot or testing the photographer is essential to create a plan of what to do on the wedding day**
- Any vendor should be more than just good at their venue, they should be a full, real human being

2. Where are they at now?

- a. Asked their friends and/or fiancé about vendors and now are stress eating and impulsively scrolling social media (most probably Instagram) to numb down the stress of planning the million things in her wedding
- b. Current State:
 - i. Don't want to ruin the wedding for themselves, her fiancé and their family/friends
 - ii. Stressed and overwhelmed from planning other the caterer and the florist and the venue and the DJ... and the million other things for the wedding
- c. Dream State:
 - i. She is feeling like the most beautiful and important person on her wedding day (aka confident)
 - ii. She is looking back at her wedding photos and seeing her perfect hair, make up and dress with her genuine laugh/wide smile on her face while her groom is kissing her on the cheek
 - iii. Everything was perfectly and easily organized
 - iv. Gather around with her family and friends to share their memories and have her wedding photos looking the best (Little vague)
 - v. She secretly wants her friends to see and envy her on how perfect her relationship with her husband is
 - vi. Values instructiveness and helpfulness + they need to get to know the photographer before the wedding
 - vii. *"It's the most worthwhile money we spent this weekend"*
- d. Pain/Desire level → 4 to 5/10 (numbed down)
- e. Awareness → Level 3 - Solution aware (Know that photographers are required to create those memories)
- f. Sophistication → Level 2 - (The "Capture memories" message still works just fine and I don't think there are any claims to be made here)
 - i. The top players indoctrinate the avatar about slight things they should do to make sure the wedding shoot go smoothly
 - ii. Needs to get clear on what the mini-shoot is and why it's necessary for get to know the photographer
- g. Trust in the brand → 4/10 (Might have seen the name before but have very little trust in them)
- h. Belief in mechanism → 7/10 (Photography has been around for a while)
- i. **Roadblocks preventing the reader (Sarah) from getting to their dream state**
 - i. With so many decisions to make, Sarah might be hesitant to make the right choice and suffer from decision fatigue

(The process of hiring a photographer might not be as clear for her as hiring other essential vendors).

- ii. She may not fully understand the value of a good photographer compared to other wedding expenses.
- iii. All in all, she'd need an extra notch of belief in the mechanism and the photographer that they could deliver this dream outcome

3. What do I want them to do?

- a. Stop their scroll with the creative
- b. Keep her attention to continue reading (Can't be boring or disconnected because she has now remembered her wedding after zoning off and probably got more stressed)
- c. Click on the CTA
- d. Text us a message of their wedding date and venue so they can get a quote

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

- a. Stop her scroll with the creative that represents her dream state and think "This is exactly what I want my wedding to look like."
- b. Know that this ad is about her and the groom capturing memories together right from the start
- c. She should feel less stress with a low commitment offer like a quote
- d. She should be at least curious to find out the cost and what's included in the photoshoot package at her venue so she clicks on the CTA to text us a message of their wedding date and venue so they can get a quote

UNLAUNCHED Meta AD #1 - 3rd DRAFT

(Translated from Arabic to English)

HEADLINE:

Want wedding photos that make your day unforgettable?

BODY:

See how we capture the beauty of those little details that make your day perfect, all with zero commitment.

If you're not 100% happy, we'll refund you—no questions asked.

Tap below to book your free mini-shoot with a complimentary reel—available for the next 10 couples.

CTA:

Book your pre-wedding mini-shoot with a complimentary reel.

BUTTON: [Send A Message]

Creative (will try either one photo, carousel or a video of successive previous):



UNLAUNCHED Meta AD #1 - 3rd DRAFT

(Translated in Colloquial Egyptian Arabic)

HEADLINE

عايزة صور فرح تخلي اليوم ده مايتنسش؟ 📷💍

BODY

شوفي إزاي بنصور التفاصيل الصغيرة اللي بتخلي يومك متكامل، و كل ده من غير أي إزمات.

لو مش مبسوطه 100%، فلوسك هترجعلك بدون أي أسئله.

اضغطي على الزرار اللي تحت عشان تحجزى "ميني-شوت" مع فيديو ريلز هديه – لأول 10 عرسان.

CTA/OFFER

احجزى سيشن تجريبي قبل الفرح مع فيديو ريلز هديه! 🎁

BUTTON

[ابعث رسالة]

Ad's Weakness(es)

- Potential disconnect from the reader's current state
- Lack of a UVP or a special mechanism

What I have tried to improve it:

- Got the ad copy and the WWP reviewed by ChatGPT
- Got the whole WWP torn apart from the Agoge Gs and beginner copy review channel
- Done more market research about the associations of the desire that my client fulfills
 - Looked at my client's clients (couldn't find something specific)
 - Looked at popular/top player venues, bridal shops and jewelry stores in the city
 - Asked family members about the process of their friends choosing a photographer (Couldn't get to the friends, yet)
- Gone through the empathy mini course again to try to gain deeper insights into the avatar's brain

How I plan to improve it:

- Get feedback from the market after launching the ad
- Get more feedback from the Agoge Gs in TRW
- Talk to my client about his top competitors and how

Product's strengths and weaknesses play into the value equation

Strengths:

1. Complimentary reel of the shoot as a sort of a wrap up which adds more value.
(Reduces perceived cost and adds value)

Weaknesses:

1. Offers a mid service with **no risk-reversal** whatsoever targeted at frugal people
(Reduces the trust in him and increases the cost of them trying out his services in a once-in-a-lifetime event (All high commitment packages/offers))
2. The client is not focused on candid photos (as they needs the photographer to be specialized and well-trained to take such photos), just like the average players in the market
(Increases the perceived cost of the service)

MY ROADBLOCK

My main roadblock with this, I believe, is potential mismatch with the sophistication level of the avatar. We could improve this by running the ads and testing it.

Extra info:

Client's highest performing ad for reference *(Translated from Arabic to English)*

And it's enough for me in this life that you passed through mine ❤️💑
A special offer for your most beautiful moments

📷 Book now and enjoy real discounts:

🔥 500 EGP discount for the first 10 bookings.

🆓 Free casual session or engagement session if you book the full day package.

👤 30% discount on the package price.

☀️ Now you can book for any day in 2024 ☀️

🎉 Send us your wedding date in a message and we'll send you all the offers and packages

📷 Youssef Almorsy Photography

📞 Mobile & WhatsApp: NUMBER

Don't miss the chance and share your most beautiful moments with us.

Creative (picture):



Client's highest performing ad for reference (Original in Arabic)

وَيُغْفِرُنِي مِنْ هَذَا الْعُمْرِ أَنَّكَ مَرَرْتَ مِنْ عُمْرِي ❤️👤
عرض استثنائي لأجمل لحظاتك

احجز الآن واستمتع بخصوصيات حقيقية: 📷

🔥 خصم 500 جنيه لأول 10 حجوزات.
📄 سيشن كاجول أو كتب كتاب مجاناً
لو حجزنا باكج full day
👤 خصم 30% على سعر الباكيدج.

🌟 دلوقتي تقدر تحجز لأي يوم في 2024 🌟

🎉 ابعت لنا تاريخ فرحك في مسدج ونبعتك كل العروض والباكيدجات

Youssef Almorsy photography 📷
Mobile & WhatsApp:NUMBER 📞

لا تضيع الفرصة وشاركنا أجمل لحظات حياتك

Creative:

