

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Spa

Business Objective: Get more clients

Funnel: Email outreach funnel and advertisement

WINNER'S WRITING PROCESS

1. Who am I talking to?

- Every single human from 18 to 70 but mostly middle aged man and woman
- People with a lot of stress in daily task
- People who work a lot and want a relief
- People who travel a lot

2. Where are they now?

- a. Current state
 - i. Searching actively on google for spa resorts nearby or already have been in the resort but unsure if they should try others or stay
 - ii. Probably in higher form of stress or and pain than normal person
 - iii. A lot of work time, not so much free time
 - iv. Checking for best outcomes for their desires(massages, courses) and prices they can afford(massage, overnight stay)

- b. Dream state
 - i. Feeling stress and obligation free
 - ii. Enjoying time in luxurious spa
 - iii. Happy and relaxed
 - iv. Time and money well spent
- c. Market sophistication lvl
 - i. Sophistication lvl 5, market tires of your mechanism
- d. Market awareness 3
 - i. Solution Aware, call out know solution then offer product as best form of solution
 - 1. Introduce an offer for first time commers to make them hooked in by checking out a new place to relax.
 - a. Your first visit includes one free drink each at the bar
 - b. Spa package discount to experience the spa
 - 2. Email reachout to people who join regularly about
 - a. Membership offer with discounts
 - b. Discounts(your 10th treatment in a row is now 20% off
 - c. Updating customers about changes(stay live with us)
- e. Desire/Medium
 - i. People who stress a lot in daily life want the opposite and just relax at spa
 - ii. They come here to leave all stress outside of spa and just enjoy
 - iii. They are looking for bad and complicated staff to start the day off
 - iv. People who chooses spa regularly have money and are willing to pay decent amount to have a good weekend or one day stay
 - v. Probably not looking for a overcrowded place
 - vi. Most of them will be coming on weekends
 - vii. They will be willing to travel I would say a decent amount of time especially if they stay overnight.
 - viii. Need a parking spot in case of car travel
 - ix. They will have spa days as a few treatment days not every day treatment
- f. Belief medium
 - i. Spa is known for a relax place so most of people are convinced that they will have a greater time
 - ii. As long the rules are clear they can believe the outcome of staying would be worth it
 - iii. Outreach in a form of an email about new experiences they can join
- g. Trust/medium
 - i. Reliable on reviews if new to a place
 - ii. Pictures of the actual location and inside spa to make me feel comfortable or decide if high or low standard place
 - iii. Masseuse and restaurant with certifications or cooks with experience would build up trust
 - 1. reviews

- iv. No lacking in any information about packages they can get or cost of them would build up trust so they know their budget

3. What do I want them to do?

- a. Get regulars an opportunity to get a membership via email
- b. Spend time for newcomers on website to see all offers and updates then book different offers or stays
 - i. Via FB and IG ad

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?

- a. How will i get their attention
 - i. Via FB and IG ads
 - ii. Email outreaches
- b. How will i increase specific levels
 - i. Desire
 1. Specialized Treatments: Offer unique or exclusive services not commonly found at other spas, such as custom treatments or signature therapies.
 2. Innovative Packages: Bundle treatments creatively, such as “stress-relief days” or “weekend wellness boosts,” that cater to specific needs.
 3. Allow clients to tailor treatments based on their preferences, concerns, and goals.
 4. After treatments, follow up with personalized tips or advice, enhancing the post-visit experience.
 5. Small touches, like warm towels, herbal teas, or aromatherapy on arrival, create a luxurious experience.
 6. Highlight your team’s experience and qualifications prominently, so clients feel confident in the quality of care.
 7. Offer a membership with perks like discounts, priority booking, or member-only events.
 8. Implement a points system where clients earn rewards or discounts after a certain number of visits.
 9. Encourage referrals with special discounts or complimentary treatments for clients who bring friends or family.
 10. Support local charities or host wellness events, creating goodwill and showing clients that your spa is community-oriented.

11. Encourage bookings through a simple online platform with a discount for scheduling directly through it. Ease of booking can reduce friction, especially for busy clients.

ii. **Belief**

1. Explain what makes your spa unique. Whether it's a special approach to wellness, exclusive treatments, or a personalized experience, communicate the unique benefits that set you apart.
2. Use clear, relatable language that resonates with your target customers, emphasizing how your idea meets their needs.
3. Share the "why" behind your spa concept. Explain the inspiration, values, or journey that led you to create your spa. This humanizes the idea and helps customers connect emotionally.
4. Create an engaging story around your brand mission, linking it to the customer's desire for relaxation, rejuvenation, or holistic wellness.
5. Use data, case studies, or testimonials to demonstrate how your services have helped others. Visual evidence, like before-and-after photos, or quantifiable outcomes
6. Provide simple, tangible benefits of your services, like how regular treatments can improve wellness, reduce stress, or boost overall happiness.
7. Maintain an engaging social media presence with helpful tips, behind-the-scenes looks, and authentic testimonials from clients.
8. Post consistently and encourage followers to share their experiences. This builds a community and social proof around your idea
9. Provide introductory packages or discounted first-time services so clients can experience your idea firsthand with little risk. Firsthand experience often convinces people of quality and care.
10. Actively seek feedback from your clients, and make visible improvements based on their suggestions. This shows that you genuinely care about their experience and are committed to enhancing it.

iii. **Trust**

1. Display the qualifications and certifications of your therapists and staff. This assures customers that they are in the hands of skilled professionals.
2. Regularly train staff to stay updated on the latest techniques and trends in spa services.
3. Ensure all treatment areas are visibly clean, with frequent sanitization of equipment and rooms.
4. Provide clear, detailed descriptions of each treatment, including its benefits and what to expect.
5. List all products used in treatments, including ingredients, and assure clients that they are safe and high quality
6. Request feedback from satisfied clients and showcase positive reviews on your website or social media platforms.

7. Consider including testimonials or success stories in your spa materials, with permission from customers.
 - 8.
- c. How will i bring down perceived thresholds and cost
1. ntroduce shorter, lower-cost versions of popular treatments, such as a 30-minute massage or a quick facial, allowing new clients to try services without a high price commitment.
 2. Design packages that combine complementary services at a lower rate than booking individually. This gives clients more value while reducing perceived cost.
 3. Offer memberships that allow clients to pay a monthly fee for regular treatments at a discounted rate. It smooths out the cost over time and gives clients a reason to return.
 4. For higher-priced services or packages, offer payment plans that allow clients to split costs over several installments.
 5. Give first-time clients a discount or bonus service (like a free add-on treatment). This reduces their financial risk, making it easier to try your spa.
 6. Offer small extras, like an aromatherapy upgrade, scalp massage, or a free skin analysis with facial treatments. These bonuses make clients feel they're getting more for their money.
 7. Send clients home with personalized tips or sample products related to their treatment, adding extra value without significantly increasing costs.
 8. Avoid unexpected fees by clearly listing what's included in each treatment. Simplified pricing makes it easier for clients to understand the value and feel confident in their spending.
 9. For each package, show clients how much they're saving compared to booking each service separately. This highlights the value and perceived savings.
 10. Emphasize that regular spa treatments can improve health, potentially saving clients on future health costs.
 11. Use social media, newsletters, or consultations to explain how regular spa visits benefit physical and mental health, making clients see it as a valuable investment in well-being.
 12. Consider offering extended hours for people with busy schedules, making it easier for them to find time to visit.

DRAFT

EXAMPLE 1.

Advertisement Draft for Your Spa

Headline: “Experience Wellness Like Never Before – Unwind, Recharge, and Transform at [Your Spa Name]”

Intro:

At [Your Spa Name], we believe that wellness is not just a luxury – it’s a necessary part of a balanced life. From stress-relieving massages to personalized skin treatments, we’re here to help you feel your best. Join us for a rejuvenating experience tailored to your unique needs and discover why [Your Spa Name] is the most trusted spa for holistic well-being.

1. **Social Media Post:**

- “Looking for the perfect place to recharge? [Your Spa Name] offers personalized treatments crafted by certified experts in a serene, welcoming environment. New clients enjoy 20% off their first visit! Book now and let us help you experience the true meaning of relaxation. #WellnessWednesday #SelfCare #RelaxWithUs”

2. **Email Campaign Title:**

- “Feel the Difference – Join [Your Spa Name] for a Wellness Experience Tailored to You!”
- **Body:** “We understand that everyone’s wellness journey is different. At [Your Spa Name], our services are designed to address your unique needs. Enjoy a customized spa experience today – and as a first-time guest, get 20% off your initial visit. Your journey to relaxation awaits.”

3. **Website Banner:**

- “Holistic Wellness Made Affordable: Join [Your Spa Name] for Exclusive First-Time Packages & Membership Benefits! Explore our curated treatments tailored to your needs – all with the flexibility you deserve.”

EXAMPLE 2.

Advertisement Example for [Your Spa Name]

Headline:

“More Than a Spa – Your Escape, Your Sanctuary, Your Oasis of Wellness”

Intro:

Are you searching for a place where relaxation meets transformation? At [Your Spa Name], we believe wellness is not just a service – it's a journey. Discover exclusive treatments crafted for your unique needs, guided by experts who care. Here, it's not just about unwinding; it's about redefining how you feel in your skin, every day.

Why [Your Spa Name] is Different

- **Customized Care, Every Time:** No one-size-fits-all treatments here. Our expert therapists listen to your needs and personalize each experience, ensuring that every session leaves you feeling renewed.
- **Exclusive Holistic Packages:** Our signature services – from our “Revive & Restore” package to “Serenity Rituals” – blend ancient healing with modern wellness techniques, creating a spa experience you can't find anywhere else.
- **Transformative, Lasting Results:** Our clients don't just feel better – they look and live better. From visible skin improvements to mental clarity, we're focused on real, transformative results that last beyond your visit.

Engaging Offer

“Start Your Journey with Our Signature Intro Experience – 50% Off!”

Ready to see what a truly personalized spa experience feels like? New clients are invited to experience our exclusive **Intro Ritual** – an immersive 90-minute package designed to rejuvenate your mind and body, combining a full-body massage, customized facial, and aromatherapy journey.



Limited Time Offer: First-time guests enjoy 50% off. Book now to secure your sanctuary.

Creating Desire and Trust

- **Personal Wellness Journey:** With each visit, our clients receive a tailored wellness plan – crafted by experts just for them. This isn't just a spa day; it's the start of a personal wellness journey.
- **Only the Best Ingredients:** We use ethically-sourced, organic products to ensure that every experience is as pure as it is luxurious.
- **Exclusive Community Membership:** Join our members-only wellness community! Enjoy discounts, early access to new treatments, and priority booking – all designed to keep you feeling radiant year-round.

Goal of Testimonials from Real Clients



“The moment I walked in, I felt a sense of peace. The staff genuinely cares, and the treatments go beyond relaxation. I left feeling like I had a new outlook!” – *Emma S.*



“I've been to many spas, but [Your Spa Name] is the only place where I feel truly cared for. They listen, they personalize, and the results are amazing.” – *Jasmine R.*

Sample Digital Advertisement Visuals

1. **Social Media Carousel Ad:**

- **Image 1:** Serene entrance with the headline “More Than a Spa.”
- **Image 2:** Happy client receiving a customized facial with a caption: “Personalized Wellness.”
- **Image 3:** Image of a relaxing massage with calming text overlay: “Discover Your Oasis.”
- **Image 4:** Invitation to the first-time offer with the message: “Your Sanctuary Awaits – 50% Off Your First Experience.”

2. **Instagram Story Ad:**

- Use a series of short video clips showcasing the spa’s ambiance, a glimpse of signature treatments, and the exclusive first-time offer. Include engaging captions like “Welcome to Your Wellness Sanctuary” and a swipe-up link to book.

3. **Email Campaign Subject Line:**

- **“Find Your Sanctuary: Personalized Wellness Awaits”**
- **Body:** Emphasize your unique approach, benefits of membership, and the exclusive first-time offer. Use a personal touch, inviting them to experience a spa that truly cares.

By emphasizing personalization, a holistic approach, and a unique first-time offer, your spa ad stands out as a wellness retreat that goes beyond a simple spa visit. It’s an invitation to an experience, a sanctuary, and a long-term relationship with wellness. This appeals not only to new clients but also fosters loyalty and a desire to keep coming back for a tailored journey.

EXAMPLE 3 EMAIL REACHOUT:

Subject Line:

 *Your Wellness Journey Awaits – Come Back and Renew with Us!*

Dear [Customer’s First Name],

We hope this message finds you well and rejuvenated! At [Your Spa Name], we’re so grateful to have you as part of our spa family. Our goal has always been to provide a sanctuary for you to escape, recharge, and feel your absolute best. We want to remind you just how valuable you are to us – and why staying connected with [Your Spa Name] is a gift to your mind, body, and spirit.

Here's Why Coming Back Regularly Makes a Difference

Consistent Care Leads to Lasting Results

Wellness is a journey, not a one-time event. When you visit regularly, each treatment builds upon the last, creating lasting improvements to your skin, stress levels, and overall vitality. Your well-being deserves this investment!

Personalized Treatments Just for You

Every time you visit, our expert therapists and estheticians adapt treatments to meet your evolving needs. From customized facials to therapeutic massages, we make sure each session feels uniquely yours – and helps you feel truly renewed.

Exclusive Rewards & Benefits

As a loyal client, you're eligible for special perks and early access to new treatments and packages. Plus, with every visit, you're building rewards toward future discounts and exclusive members-only experiences.

Your Wellness Awaits: Book Now and Receive 20% Off Your Next Visit

To show our appreciation, we're offering you **20% off your next appointment!** Treat yourself to any of our signature services and enjoy this special gift as a thank-you for being part of the [Your Spa Name] family.

 **Simply use code: *WELLNESS20* when booking your next session.**

Offer valid through [Expiration Date]

Reconnect, Recharge, and Rediscover Your Glow

Thank you for choosing us as your wellness destination. We're here to support you in feeling your best, inside and out. Ready to schedule some well-deserved "me-time"? We can't wait to welcome you back.

With warm regards and gratitude,

The [Your Spa Name] Team

P.S. Have questions about which treatments might suit you best? Don't hesitate to reach out – our team is here to help you find the perfect service for your next visit!

This email reinforces the value of regular visits, offers a compelling reason to return with a discount, and highlights how you care about each customer's individual wellness journey.