

# Landing page

## 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
  - 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, 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 the belief in 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-sminktetov-alasra/>)

Dreaming of flawless brows and perfect lip colour?

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

# Hungary's number 1 make-up tattoo salon.

Experience

**30+**

Permanent makeup done

**25,000**

type of eyelid technique

**13**

type of brow technique

**25**

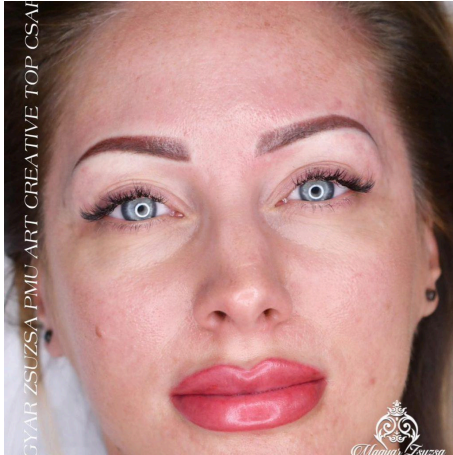
type of lip tattoo technique

**13**

Imagine a life where you're always at your best  
– with no effort

- Imagine waking up every morning with perfectly shaped eyebrows, accentuated 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.

- Achieve a natural, perfect look that enhances your beauty and lasts for YEARS.



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

"I'm Zsuzsa Magyar, a make-up tattoo artist, and I've been passionately tattooing for more than 25 years.

My goal is to create a perfect and inimitable look for you, which gives you confidence in everyday life. Over the years, I have let over 20,000 successful jobs slip through my hands and have learned from the best international masters in the business.

Time and experience have given me the ability to combine the most modern techniques in my work, while developing my own unique tattooing style.

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

(Showing certificates)

## What do our existing customers say?

I am very happy with the end result. They do a nice, demanding job and are very nice to the customer! I can only recommend! Thank you very much!

### Csiki Anetta

I can only recommend, I have been a returning guest since 2013!!! Zsuzsa Magyar is the best in the business, she is a perfectionist and the guest leaves satisfied, because she does everything to make it so!!! Precise, thorough professional!!!

### Krisztina Kedves

Professional. Zsuzsa is the best! She has a great professional knowledge and a beautiful sense. I found her 4 years ago! She did my eyelid tattoo and my mouth tattoo. She faded my dark blue eyebrows, which were ruined by others, with several laser removals (unfortunately it was not cosmetic, as it turned out afterwards!) I trust her to the maximum!!! I accepted that it will be a long journey, he tries to use the latest techniques to make me look my best. No distance if you want the best!!!

😊❤ Picture taken this morning while still fresh!

### Viktória Varga

I found Zsuzsi's on the internet. I really wanted to have a nice eyebrow so I didn't have to draw it. I have a small pension, I have a hard time making ends meet every month, and I have diabetes, leukaemia and several heart attacks. I won the lottery in December, one of my dreams came true, I finally got eyebrows. I am very grateful to Him and to the people who work there. Everyone is very nice. I recommend them to everyone.

### Vajda Mária

I wanted to have my old, ruined eyebrow tattoo removed, so I found Zsuzsa Magyar after a lot of searching. I ran several times before I made

an appointment. In the end, not only did I have the laser removal done, but I became the happy owner of a new, beautiful eyebrow, eyelid and finally a lip tattoo. 😊 I was happy to go every time, the expertise, precision and kindness is present in the salon! I would highly recommend Zsuzsa Magyar and her team to ladies who are still unsure whether to get a makeup tattoo or not!

### **Tündi Freidler**

The salon is beautiful and sophisticated, the ladies working there are very nice to everyone and Zsuzsa Magyar did a beautiful and long lasting eyebrow for me that no one else could do, without even having a single eyebrow. I am totally satisfied and will definitely go back for a touch up. It is true that the appointments are slippery, but there is something to look forward to and such a master job It is!

### **Vida Ramóna**

Removal of an old tattoo on the brow area, breathtaking results... Lip gloss tattoo, eyelid contour tattoo and a collagen facial... In the heart of downtown a very pretty professional salon team.... I think you can't imagine a higher standard in cosmetics and cosmetic tattooing. THANK YOU FROM THE BOTTOM OF MY HEART, I CAN ONLY RECOMMEND! Thank you Zsuzsa!

### **Anna Kiss**

I am very satisfied with the final result. They do a nice, demanding job and are very kind to the customer! I can only recommend! Thank you very much!

### **Anetta Csiki**

I can only recommend, I am a returning customer since 2013!!! Zsuzsa Magyar is the best in the business, she is a perfectionist and the guest leaves satisfied because she does everything to make sure!!!! Precise, thorough professional!!!

### **Krisztina Kedves**

(image carousel)

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

Think of how fantastic it will feel to look in a 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're looking your best wherever you go.

What's more, that beauty stays yours, no matter how busy your day is- you'll always look your best.



Be the woman you always wanted to be.

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

FAQs to address objections

(I don't know if I should include the fill-out form on the same page, and if yes, should I put the FAQs under or above the form?)

Q: Does it hurt?

A: During a permanent makeup session, we use numbing creams and gentle techniques to ensure that you're as comfortable as possible. Most of our clients describe the sensation as more of a slight discomfort rather than pain, and many are surprised at how minimal it actually is.

Q: Is make-up tattooing too expensive?

A: Investing in makeup tattooing is an investment in long-term beauty. Our services eliminate the need for daily makeup application, saving you time and money in the long run. Plus, with over 30 years of experience and thousands of satisfied clients, you can be sure you're getting the best value for your investment.

Q: How long does the recovery take?

A: Recovery time varies from individual to individual, but most of our clients can return to their normal routine within a few days. Full results are usually visible in 2-4 weeks and we provide detailed aftercare instructions to ensure a smooth recovery.

Q: What if I don't like the results?

A: Our process begins with a thorough consultation where we will discuss in detail the look you want. Our experienced surgeons use advanced techniques to



ensure that the final result meets your expectations. In addition, we offer touch-ups if necessary to improve the look.