

Client's HOMEPAGE funnel I am planning on rewriting/revamping:

<https://www.8004.salon/>

Winners Writing Process: Hair Salon

Business Objective > Get them more appointments from **new** clients

1 . Who am I talking to? <detail about the avatar>

I. Men and women ACTIVELY looking (active attention) for a new hair salon to give them the hair they want

2. Where are they at now?

I. Zurich

li. Actively looking for a new salon after being disappointed at their last one

Market awareness: Level 3 > Level 4

I am working on their homepage funnel

Sophistication level: Stage 5 > SELLING THE EXPERIENCE

I've decided for this client it would make the most sense to sell an experience since looking at the reviews, it is one of their strong points (good atmosphere, reviews like that of such).

Current State > testimonials from target market >>

- What are they afraid of?

Ferda was very good,very helpful,she cut exactly how I wanted it,I was **scared** because I love my long hair and my mum would be upset if I cut to much to much of,ferda just trimmed it without cutting to much and gave me some bangs around the front because I was bored and wanted some shape around the front,very happy :)

What I loved the most about her service is that she would show and explain to me every time how she was going to cut and style my hair before actually doing it to make sure it was how I wanted it. She took her time and attention and continuously asked if I liked it and if it was ok which made me feel extremely comfortable. I'm kind of **scared** to trust hairdressers as most of the times they end up doing whatever they want but with Zara I felt 100% comfortable as she explained every step she was taking. Thank you!!!

- What are they angry about? Who are they angry at?

I wanted a hair cut and not a chat. Proceeded to tell me I need to find a way to style my hair, and lecturing me about bizzare things. Such a weird person. Some people do not want to chat, may have had a long week, or just want a short-back and side without telling you about their life. If that offends you, find another job. South African lady is fine, but also way too chatty with those that don't want to chat

I. My 5 year old daughter had a haircut with a hairdresser named 'Zara'. She was incredibly unprofessional and offered appalling customer service. I was absolutely horrified. We were 7 minutes late so she refused to wash her hair and said we would only be allowed a dry cut. Then she questioned why I wanted layers on my daughter's hair... after she had rushed the job, I wasn't too happy with the length and asked her to make it slightly shorter. She said 'no'. I told her I am unhappy with the length and it needs to be shorter. She then said 'oh I need to do it all over again' whilst huffing and puffing.. I was horrified at her behaviour. She was extremely rude. She really should not be working in a job where customer service is at the heart of the job!! I am certainly not going back there and would advise everyone to definitely steer clear from booking a haircut with Zara!

li. Booked a haircut for this morning with Zara as a new client, for a pixie cut. I was diverted to another stylist after I showed a picture of a cut I needed. Have to say it was the most disappointing experience I have had, as the end result was far far from the style I was after, way too short, quite uneven and wasn't blended in as I have explained from the start. Very frustrating and actually felt sick paying £48.

Had a really upsetting experience. The hairdresser Frederico cut my hair uneven, one side was longer than the other. Paid £37 for a haircut I didn't get. Very disappointed and won't be going back to supercuts!

There was only one hairdresser and had to wait over two hours. It was clear that I was in a hurry but the hairdresser kept talking and didn't seem to care about the other clients.

Not happy at all, been trying to grow my hair out for 9 months, only went in for a trim, came out with a mess!!! shouldn't say you can cut if you really can't, like some one said, no experience at cutting short hair, I'm fuming!!!!

Horrible place. Unprofessional and inexperienced, incompetent hair dressers. Don't even deserve the one star. Really upset they ruined my son's hair.

joke place in chair for about 8 mins complete rush job not proper style list's more like a butchers shop avoid at all costs

This place don't do appointments, and I spent two hours waiting in my day off, I had one hour ahead to wait so I leave the place.

Honestly, don't waste your time going there and spend the whole day doing your hair.

- What are their top daily frustrations?

Not happy at all, been trying to grow my hair out for 9 months, only went in for a trim, came out with a mess!!! shouldn't say you can cut if you really can't, like some one said, no experience at cutting short hair, I'm fuming!!!!

- What are they embarrassed about?

Paid £229 to be embarrassed and not understand why they ruined my hair so bad. This is after two appointments where I asked for a fix and had to pay £100 even though it made the situation much worse. Uneven, no cap used but harsh horrible lines that couldn't be hidden with any hairstyle apart from a hat. I redyed it myself and that was the only reason I could show my face outside. Asked why it cost so much to look this bad but the manager did not respond. Disappointing. My sister had the same experience and I didn't listen. Avoid.

Dream State > testimonials from target market >>

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?

Great friendly service. I love Supercuts, quick simple and gets the job done. Absolutely love the fact you can check in online and it notifies you when you need to be back. I will now forever get my hair cut at supercuts they do a fabulous job.

It's the first time my daughter had her hair cut in a salon instead of home by friend hairdresser. She can be very shy but the stylist put her at ease. I also had mine done and just said tidy it up and my stylist made me very happy as well!!!

The washing of my hair before the hair cut was so soothing and relaxing. Zara cut my hair into a bob so well and I could see the transformation in the mirror with every cut. She really took her time with it. I will definitely come back to you again.

I visited for the first time today for my daughter to have a wash cut and blow dry. Jackie was wonderful, she gave plenty of advice and made my shy daughter feel at ease. The lady on reception was equally as friendly. We never felt rushed and Jackie took her time making sure my daughter got the cut and style she wanted. Very pleased with the entire service and most importantly my daughter is happy! Thank you!

- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?

My mil and I visited the salon today and were booked in with the wonderful Tanya to have our hair washed, cut, treated with moisture boost and blow dried. We both think she's done a fantastic job with our haircut.

Mil went for a shorter cut - Almost a long bob. And I went for a blunt straight cut with long layers at the back and face framing at the front. Tanya really listened to what we wanted, and checked in with us at various points, especially due to the length we both requested. She finished off our hair with a styled blowdry which we adored!

We both have previously visited the salon on a number of occasions, but I would book in again with Tanya specifically, as the cut was phenomenal and she's such a lovely chatty person!

I had my first haircut today, Diana had been so kind, amazing and gentle with my hair. I absolutely am in love with the results!!!

3 levels: Pain: 4/10, Desire: 5 /10, Certainty: 3/10, Trust 2/10

Roadblocks

- What is stopping them from getting what they want on their own?

Not able to cut their own hair, product unaware

- What mistakes are they making knowingly or unknowingly that robs them of their dream state?

Staying at their current hair salon

- What did the people who have reached their dream state do differently than the people who are still stuck in their current state?

Tested a different hair salon

8004's hair salon

And how the product helps them achieve their dream state/achieve the solution they're aiming to achieve

The product successfully is able to help them achieve their dream state because the salons supreme experience, helping the clientele feel at ease, whilst they pamper and treat their clients with the best of treatment and high quality products

<STAGE 5 SOPHISTICATION > SELLING THE EXPERIENCE <<

3. What do I want them to do? <list out all desired actions for the reader to take>

- i. Stop scrolling
 - ii. Click on my clients business
 - iii. Then click on their website
- IV. Book an appointment

4. What do they need to experience/think/feel to do that? <List the outline of what tactics and

elements the top player used to take the reader from where they were at the beginning to the final objective>x

What do they need to experience?

Okay so mental avatar visualization mode...

From their homepage funnel booking process to the actual appointment, they need to experience and feel at ease, at 'home', welcomed, warm, comfortable and safe to be 'themselves'

They need to think and expect a high quality soothing and relaxing experience to be able to take time out of their week to do something nice for themselves.

It should feel like a very pleasant, soothing and relaxing experience.