

TOP PLAYER ANALYSIS AND WINNER'S WRITING PROCESS

Business Type: Thai Massage

Business Objective: Get more attention

Funnel: Social media funnel

WINNER'S WRITING PROCESS

Who am I talking to?

- **People suffering from pain and stress** with the **desired outcome**: *"I decided to spoil myself and I'm so glad I found this place. I left floating on air—it was the most relaxing massage I've ever had. Can't wait to come back! It melted my stress away perfectly!"*
 - **People wanting to know how Thai massage is different from other massage places**: Thai massage combines active stretches, compressions, and rhythmic movements with acupressure and energy work, much like assisted yoga. It targets energy lines (*Sen* lines) to release blockages, balance energy flow, and enhance overall well-being. This full-body approach addresses tension in the arms, legs, back, neck, and feet, promoting comprehensive relaxation and balance.
 - **People looking for a nice environment and excellent service**: A relaxing environment with friendly staff. The place is clean, offering private rooms with perfect temperature and lighting. The soothing music and hot towels create a real "Taste of Thailand." It was an amazing experience with a professional masseuse entirely focused on me.
 - **People seeking a place to return regularly**: *"The deep tissue massage with oil was amazing—loved the stretching too. Best massage I've ever had. The staff is very friendly, and I've already rebooked for next week. I've been coming here for years and wouldn't go anywhere else."*
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Audience Details:

- **Age Group**: 16 to 55 years old
 - **Gender**: Male and Female
 - **Location**: Classified information (due to prior trust issues with digital marketers)
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Where are they now?

1. **Working a 9 to 5 job or longer**, performing heavy, repetitive tasks (e.g., construction), leading to muscle strain and stress build-up. These physically demanding jobs leave

them feeling worn out before dawn.

(Primarily men aged 16 to 55)

2. **Office workers**, spending long hours sitting in a chair, developing back, leg, shoulder, and neck problems. Mental stress from constant computer work adds to the tension.
(Men and women aged 18 to 55)
 3. **Mothers**, exhausted by the daily challenges of raising children, managing household duties, and balancing relationships, all while coping with stress from family or friends.
(Women aged 18 to 45)
 4. **Athletes and fitness enthusiasts**, training to reach their goals, often pushing their bodies to the limit. They experience muscle soreness and stress from high expectations or overtraining.
(Men and women aged 16 to 37)
 5. **Students** dealing with stress from studying, exams, popularity pressures, part-time jobs, relationships, and long-term assignments.
(Men and women aged 16 to 35)
 6. **Travelers**, stressed by navigating unfamiliar locations, missing items, heavy luggage, long travel times, and disoriented schedules.
(Men and women aged 18 to 55)
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Conclusion:

Most people urgently need a massage to alleviate pain and stress. Thai massage is scientifically backed and widely recognized for its effectiveness in treating these issues. Based on research, the **pain/desire rating** is 9/10, and the **trust factor** is 8/10, maybe 9/10, as Thai massage is a globally trusted method with overwhelmingly positive reviews.

The business just needs a more unique and competitive market presence to boost visibility.

Awareness Stages

1. **Are they unaware of the problem?**

Most people are aware of their pain and stress. For those unaware, we can prompt them by asking, *"Is your back pain from overworking causing you excruciating discomfort and unwanted stress?"*

Solution: Invite them to book a deep tissue massage tailored to relieve muscle tension and melt away stress.

"Guaranteed to refresh your body and mind. Click here to book an appointment!"

2. **Are they problem aware?**

People acknowledge the pain, stress, and exhaustion, which have become impossible to ignore. Often, they've lived with these issues so long that they've normalized them.

Some attempt short-term fixes like alcohol, drugs, or stretching, but these solutions don't

last.

Solution: Amplify the desire for relief:

"Imagine stepping into a serene environment, feeling like you're in Thailand while receiving an amazing massage from our friendly experts. This is your chance to feel completely rejuvenated!"

"Click here to book your appointment!"

3. **Are they solution aware?**

Massage, especially Thai massage, is widely known for relieving muscle pain and stress.

Solution: Present Thai massage as the answer:

"Our therapists will craft a personalized, pleasurable experience that melts away your stress, leaving your body feeling brand new."

"Say goodbye to back pain—Click here to book your appointment!"

4. **Are they product aware?**

Thai massage is a well-established and effective treatment method. With the market becoming increasingly competitive, the business needs to position Thai massage as the most rejuvenating and effective option.

Solution:

"Why Thai massage? It offers a distinct experience that blends yoga-like stretches, acupressure, and energy work. It deeply alleviates muscle tension, improves circulation, and harmonizes your body's energy for complete relaxation."

"Test it yourself—Click here to book your appointment!"

What Stage is the Market in?

Stage 3: The business already offers unique techniques that work for everyone, but it's not attracting enough traffic due to rising competition. The client hasn't experienced professional digital marketing yet and relies solely on organic traffic, which isn't delivering.

Stage 4: Competition is increasing, but this business hasn't adapted, remaining reliant on outdated organic traffic methods.

My solution:

1. **Upgrade the social media funnel** to improve visibility.
2. **Create a paid ad funnel** to boost traffic exponentially through passive intent.
3. **Integrate a search funnel** to drive active intent, connecting the social media and paid ad funnels.

Current State:

They are burdened by back pain, muscle strain, and stress from repetitive work, sitting at desks, sports training, or everyday challenges (cleaning, raising children, etc.). Stress piles up from both physical and mental sources, negatively impacting their quality of life.

Dream State:

- **Relief from muscle stiffness** and mental fatigue
 - Deep relaxation and mental clarity
 - A break from daily demands and stress
 - Feeling rejuvenated and balanced, as though the body fits perfectly like a glove
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What do I want them to do?

1. Be disrupted by an eye-catching ad image that highlights their pain.
 2. Read the headline and feel their pain amplified.
 3. See the subheadline offering a solution.
 4. Follow the CTA to book their appointment.
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PAS Framework:

- **Problem:** Do you suffer from constant aches, stiffness, or low energy from work or stress? You're not alone—many people ignore these issues until they get worse.
 - **Agitate:** Left untreated, these issues will worsen. Back pain could turn into chronic discomfort, and stress can lead to tension headaches. Over time, these issues drain your energy, leaving you tired and irritable.
 - **Solution:** Experience long-lasting relief and relaxation with authentic Thai massage. Our therapists use centuries-old techniques to alleviate pain, improve flexibility, and restore your body's energy.
"Book your session now to feel your best again!"
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Final Steps of the Funnel:

1. **Step 1:** Ad disrupts their scroll, with a headline amplifying their pain and an image showing a desired outcome.
2. **Step 2:** They visit the profile, where they see testimonials and content that boosts their trust.
3. **Step 3:** They follow or book directly based on reviews and content quality.

Top Player Analysis:

Active intent dominates the niche for big businesses, but smaller businesses struggle to gain traffic without passive methods.

Draft of the Ad:



Headline: suffering from Back Pain?

Subheadline: Our friendly,expert Thai massage therapists target deep-seated back tension for lasting relief.

Call to Action: Book your personalized treatment now and feel free and relaxed again!.

Testimonials:

- "Cocoa's hot stone massage was absolutely incredible! We enjoyed a three-hour package and wanted more when we were done." - Michelle M
- "Ruby was amazing! She worked out all my knots and left me feeling so relaxed. Definitely in my top ten!" - John Jones