

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Massage Therapy Clinic

Business Objective: To obtain more clients

Funnel: Meta advertisement & Video advertisement
paid ads

Notes: The business cannot produce any discounts at this time due from last month's discount for up to a month that decreased the business' profit.

Modify all of the drafts to make a reader to be more curious.

Primarily to get the client's body pain to be healed (like a chiropractor but will heal back pain, neck pain, etc.) And if there is time, a relaxing massage to relief stress.

WINNER'S WRITING PROCESS

1. Who am I talking to?

- We are talking to the employees of workshops, and slaughterhouses.

- It also includes workers but, it mostly focuses on more physical jobs.
- Couples getting a night out.
 - Maybe making a discount on couples' nights
- People with body pain
 - Back pain
 - Neck pain
 - etc.
- Age gap
 - 8 and over
- Gender
 - Mostly interested are women
 - Mostly women
- Tribe
 - Family tribe
 - A more physical worker tribe, like slaughterhouses and construction employees, is needed.

2. Where are they now?

- a. They are on Facebook for millennials
 - i. They are looking at reels
 - ii. They are looking at their For You page
- b. They are on Instagram for Gen Z and Gen Alpha
 - i. They are mostly scrolling on reels trying to find something interesting to increase their dopamine.
- c. Current State
 - i. Massage Quality 8.5/10—The customers' reviews were very happy with the massage service, and their supplies, like hot stones and cupping, are incredible. Also, there is a Couple Massage section where couples can have a night out and relax. The negative part of this clinic is that you can hear the cars passing by in some rooms.
 - ii. Belief for this clinic 7/10 - The owner of this clinic said to me that the clinic's clients are recommending the clinic to them and surely that they will believe it and try it out. Also, the reviews are all real and it is all positive reviews and telling the readers how they took care of them. Two of the clinic's former clients are my parents, and they heard about the clinic by recommendations.

- iii. Trust for this clinic 7/10 - The business is getting more of its clients by recommendations and they are sometimes writing copy through social media but it is poor. Their testimonials are very accurate and realistic. The business also opened last year in my local town. But, they have been open for a long time in a few locations in Alberta.
- d. Dream State
 - i. Getting their body healed
 - ii. Not feeling their back pain
 - iii. Getting good service
 - iv. Having the massage at a cheap price

3. What do I want them to do?

- a. We want them to find our copy, Facebook or Instagram account and to register on our site
 - i. Are you tired of your back pain?
 - ii. Are you stressed because your back pain distracts you from work?
- b. What if I still feel my body pain?
 - i. As for the reviews on Facebook and Google, the customers are very happy with the result.

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. Create curiosity in the first sentence of the copy or make a scene in an advertisement video.
- b. Get them to feed and imagine the experience and their dream state
- c. Having a code from the meta advertisement copy when they open the site
- d. On the site, the code will be there and the code will be a discount.
- e. Pain-free and enjoy time with your loved ones?
- f. Calming and relaxing music
- g. Being stress-free
- h. Having to be more flexible and heal any pain in their body

DRAFT #1

Your first massage? → reserve your spot now and say goodbye to your pain with 10% off limited time only.

Are you tired of constant back pain distracting you from work? Well, we are here to help! Our professional massage therapists specialize in healing the discomfort you feel in your body. We can heal not just your back, but also heal throughout your body. For a limited time, book a spot now to get 10% off. You deserve to take a break and recharge.



DRAFT # 2

Couples → 15% off discount → relax together → get quality time

Relax with your partner in a cozy, calming space. Our professional massage therapist will ease your pain and calm your mind with our relaxing music to help you unwind. Book your Couples Massage Night for Friday or Saturday and enjoy 15% off – because you both deserve some time to recharge



DRAFT #3

Are you having trouble with working because of your muscle pain? Massage therapy is the number one solution for you. With our professional massage therapist, we can wash away muscle parts of your body that are uncomfortable for you. Don't wait! Spots are filling in fast. Book your appointment today!

Book Your Appointment Now

Open Monday to Sunday



DRAFT #4 (script)

Watch this if you're tired of your back pain. Meet our professional massage therapist who can wash away the pain in your body in minutes. (therapist introduced).

Therapist: Hello, I am (name) I work at Vital Stream Massage Therapy, and I am here to show you how to make (what body part to heal by stretching techniques) feel better. (Shows any technique to heal their body.) If you want more information or need someone to help you with your stiffness, click the link below and book now.

DRAFT #5

stiff and body pain while in the workspace → step-by-step to get to the product → Presenting the product.

Feeling stiff or disoriented? Don't wait until it's too late!

In Vital Stream Massage Therapy Ltd, our specialized therapist will focus on healing any pain and discomfort in any part of your body. Do not wait! Spots are filling in fast, book your appointment today.



The draft that will be posted on the paid ads