

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Wedding Designer

Business Objective: Get more sales

Funnel: Google Search or Landing Page

Top Players:

<https://graceloveslace.com.au/> - popular store in Sydney

<https://www.theivoryroombridal.com.au/> - popular store in Sydney

<https://daniellefrankelstudio.com/> - considered one of the best wedding designers in the world - New-York-based

<https://verawang.com/> - Danielle Frankel was an apprentice to vera wang, who has dominated the industry for a long time

<https://therow.com/> - a designer fashion label that my wife obsesses over and fits "the vibe"

WINNER'S WRITING PROCESS

1. Who am I talking to?

Bride-to-be. Women aged 25-34 primarily, 35-44 secondary. They are getting married and are planning their wedding, scouring the internet and social media, so they will be looking for a wedding dress and any styling accessories that they want for their wedding day.

2. Where are they now?

They are scrolling through Instagram and searching the internet, saving things they like, getting an idea of what is out there. Most brides are pretty organised and will be looking well in advance. They will also be attracted to the vibe they get when they visit your site - the "vibe check". Following pages that inspire them and match their vision and "vibe". They are part of a community of young brides-to-be, and most of their friends are likely to be in the same lifestage, so if one of their friends has a great experience and tags a brand in user-generated content of their wedding (which happens constantly because emotions are heightened and gratefulness is amplified), their friends will bookmark it for future reference - their trust in the brand increases drastically. They will also be on places like Pinterest for inspiration and moodboards, and if they see that your products are trending, they will want to jump on the trend. They may also be Googling wedding designers in their area, so having a lot of good reviews will be paramount for this aspect.

CURRENT STATE/PROBLEM

A bride-to-be, planning their wedding, highly stressed, overwhelmed with options, naturally body conscious, scared they won't be able to find THE ONE (aka the wedding dress of their dreams).

Pain/Desire = 4/10

They have been dreaming about this since they were young, so of course, they really want their wedding dress to be *The One*, make them feel like a real bride.

It can feel like an overwhelming/daunting experience.

Scared of making the wrong choice.

Wedding planning is highly stressful.

Body conscious.

It requires a lot of time and effort and can cost a lot of money. They don't want to be stuffed around, and they want to have a fun and pleasant experience.

They want to have *The One*, and they don't want to miss out if they find it.

Belief = 5/10, their belief in the idea of a bespoke wedding dress is fairly high as it's a common thing for brides.

There is a fear that the dress won't fit right, or they won't look good in it.

Trust = 3/10

Pretty low. They don't really know us, but they've seen a few photos on Instagram.

ROADBLOCK

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

With wedding dresses, it has to fit and look right on their body, so they will need to be assured that it will fit them perfectly.

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

What did the people who have reached the dream state do differently than the people stuck at the current state?

Overwhelmed with options and don't want to waste their time.

SOLUTION

Browse online for their desired style, and get a tailored dress. Likely to go into a shop to be fitted and try on a bunch of different styles, accompanied by friends/family to help decided. Browse for all of the styling accessories for the wedding online and by seeing what others have done - what is trending, etc.

PRODUCT

Buy our product directly online, receive a measurement chart with an instructional guide to get started on the production process. Have the option to book an appointment in-person (if local) or virtually to see if the wedding dress is the right style and fit and for the experience.

Buy our styling accessories directly online.

MARKET AWARENESS

5% Level 1 - Problem Unaware

They just got engaged and haven't even begun to plan. They have heard things, but they don't really know what it's like.

20% Level 2 - Problem Aware

They know they need to sort out all of these things, they know it's hard and that there are so many options. Highlight this and show them that you have the solution above all other solutions. Better designs, unique, showcases their own style.

60% Level 3 - Solution Aware

Most brides will likely already know what they need, just not where they should get it from. There are a few big brands that they might know of, but in general, likely won't, and will be looking for recommendations.

10% Level 4 - Product aware

Mainly the Bloom Wishing Well would be known, as it's unique, and has been getting a lot of attention. Everything else, not really.

3.What do I want them to do?

Pass the vibe check (I like this style, this matches what I envisioned in my dream wedding, my dream dress, the one)

- Want them to think that the overall aesthetic is nice, matches my Pinterest/moodboard, which matches the superior design of our products

Encourage them to purchase, or enquire for more details/request an appointment (if desired).

If they aren't ready to buy, sign up to create an account and add to their "wish list"

Give them resources, if they sign up, like how to take measurements, to assist with finding the right fit.

Allow them to request a quote for hire items.

Bridalwear

Stop scrolling and have a look at my dresses.

Click on the link with the intention to buy.

Buy - make an enquiry.

Styling accessories

Stop scrolling and have a look at my styling accessories

Click on the link with the intention to buy

Buy

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?

Home Page

Above the fold - first view

- Full size dream state high resolution photo of your beautiful product - whichever is the one you want people to focus on, with a headline that captures what we do and a call to action to shop now
- Basic logo and business name at top with menu

Following views

1. Featured items you want to highlight, clickable to take them to the product page
2. Value proposition sub-head, what we do
 - a. Bridalwear - value statement
 - i. Demonstration of our bridalwear that is fitting to the value statement
 - b. Styling pieces - value statement
 - i. Demonstration of our styling pieces that is fitting the value statement
 - c. Something borrowed - value statement
 - i. Demonstration of our exclusive styling pieces available for hire only
3. Summary value statement
 - a. Use perfectly descriptive words in a short and concise manner, making the words look artistic
4. Credibility booster
 - a. As seen in
 - b. Testimonials

DREAM STATE

Wedding dress of their dreams and the most beautiful wedding ever. They look amazing in their dress, they feel like a real bride in THE ONE. Every single person at the wedding is complimenting them, and when she looks at herself in the mirror she becomes emotional because it's just how she imagined herself looking.

INCREASE DESIRE - Make the experience seamless and fun, and showcase your eye for design in the setting and garments

Timeless and effortlessly chic.

Simple, clean, beautiful, classy.

The dress showcases their own style.

"Everyone that saw it was in awe."

"It was everything I had dreamed of and more."

"I felt like a real bride."

"I never want to take it off!"

Insert Chefs Kiss

"I walked away with THE ONE."

"Glow like an opal in the ocean."

"Obsessed."

INCREASE BELIEF - Show them your craftsmanship during the appointment, put them at ease that they will have a quality dress.

"I saw it and I had to have it."

Relaxed, no pressure to make any decisions, recommendations of what might work.

"Open to hearing my thoughts and suggestions and they were so lovely to work with."

"Put me at ease"

"Made it so fun for me and I found the perfect dress"

"The appointment felt like a party, it got me so excited for the wedding."

INCREASE TRUST - Don't push them, be open to suggestions, share your knowledge to help them choose, make them feel confident & comfortable.

Feel confident and comfortable in the dress and in the capable hands of the designer/dressmaker (Ciara).

A memorable experience - fun, pleasant, hospitable (champagne).

"I wouldn't have tried it on if it wasn't for her, and I'm so glad I did."

DRAFT

Headline/Hero Section [has background image of a new product]

Handcrafted Bridalwear
Artful Styling Pieces
Bring Your Wedding Wishes To Life
<Shop Now>

Featured section [A gallery of our featured products]

Main section grid/value proposition

Subhead

For the bride seeking the finer details of her dream wedding

Subsection 1 [Background image of product]

<Bridalwear> for every moment

Handmade with luxurious fabrics, your garment is tailored to match your vision, complement your aesthetic, and accentuate your body in a demure manner.

From the aisle to the afterparty, and every moment in between.

Feel confidently and comfortably beautiful, like you've found The One. Whether it's for you, your bridesmaids, or your flower girls, it will be cherished forever.

Subsection 2 [Background image of product]

<Styling pieces> for a chic ambience

A well-dressed event is the most honorable way to welcome your guests.

Curate your guest experience, from the moment they arrive, to when they locate and take their seat, with awe-inspiring accessories that elevate the decor.

Be the bride that creates an unforgettable wedding atmosphere with styling pieces that are almost as special as your love.

Subsection 3 [Background image of product]

<Something Borrowed>

Set yourself apart with a selection of styling pieces available exclusively for hire.

Discover something you didn't know you needed until you saw it, a piece that will attract countless compliments from your nearest and dearest, making the day ever more memorable.

Blurb section [Text is formed in the shape of a diamond]

Ciara

Aloisio is inspired

by the sheer beauty in the

celebration of marriage. With an

admiration of tradition, yet with a fashion-

forward approach, designer Ciara fuses trend and

timeless elegance to create a new perspective on the

sacred nature of marriage. Ciara Aloisio garments and styling

pieces are minimal yet meticulous in their production.

Every piece is forged to match the lovers' vision,

because every detail matters in your unique

love story. Ciara Aloisio is a bridal label

proudly designed and produced

in Sydney, Australia.

Founded in

2023.

As-seen-in section

Links to well-known brands in the industry who have posted or written about us

Testimonial section

4 testimonials

ADDITIONAL NOTES

1. Define the Business Objective:

- Drive direct sales of bridalwear and wedding accessories'
- Create a platform for brand awareness campaigns to direct them to our website
- Generate inquiries from brides and their families.

2. Choose the Funnel/Marketing Asset:

- Determine the type of funnel you'll be working with. Given the wedding industry's emotional and high-investment nature, the business would benefit from a multi-step funnel. Consider the following assets:
 - Landing pages featuring different bridalwear collections (bridal gowns, bridesmaids dresses, flower girl outfits, etc.)
 - Product pages that showcase the accessories.
 - Lead magnets like free consultations or wedding guides in exchange for email subscriptions.
 - A blog or content marketing strategy to drive organic traffic by covering wedding tips, trends, and bridal style inspiration.

3. Define the Target Market:

- Identify the target audience: Brides-to-be (primarily women aged 24–35) and possibly their family members or friends.
- Segment further into bridesmaids and flower girls' audiences.
- Psychographics to consider:
 - They likely value high quality, personalization, and luxury.
 - They are in the planning stage of a wedding, often months to a year in advance.
 - Emotional triggers include wanting a dream wedding, memorable experiences, and ensuring everything is perfect for their big day.

4. Analyse the Current State:

- Analyze the business's current positioning and market awareness.
- Ask: *Where is the audience now?*
 - Are they already aware of the brand, or are they searching for wedding designers online without a specific brand in mind?

- What competitors are doing well in this space? You may want to perform a **top player analysis** by studying successful wedding designers and their digital presence (websites, social media, ads).
- Understand their **desires**, such as personalization and uniqueness, and their **concerns**, like high prices or not finding the right fit.

5. Define the Desired Actions:

- What do you want visitors to do?
 - **Main CTA (Call to Action)**: Book a consultation or schedule a fitting.
 - **Secondary CTAs**: Sign up for a newsletter for wedding style inspiration, download a guide, or follow on social media for bridal trends.

6. Craft the Persuasive Strategy:

- What should the audience see, feel, and experience?
 - They should feel **excited**, reassured, and inspired by the possibilities of designing their dream wedding outfit.
 - Use **emotional triggers**: wedding day significance, uniqueness of the designs, personal stories of happy brides.
 - Include **testimonials** and **case studies** from past clients showing how their dresses contributed to a beautiful, stress-free wedding day.
- Focus on **benefits, not features**. Highlight how the dresses make them feel (confident, radiant, special), rather than just focusing on the quality of materials or design expertise.

7. Drafting and Refining:

- Start with a **clear outline**: Home page (brief introduction, CTA), Bridalwear page, Bridesmaids' Dresses page, Accessories page, Testimonials, and Contact.
- Write **multiple drafts** and refine based on feedback.
- Test the copy on actual users from the target market if possible, and adjust the messaging for clarity and emotional impact.

By following these steps, you'll be able to create website copy that resonates deeply with brides and their families, ultimately driving them to engage with the business and take the desired action (consultations,

purchases, etc.). Would you like to explore any specific section in more detail, such as persuasive strategies or defining the target market?