

Link to squats: <https://rumble.com/v565ptq-squats.html>

Testing strategy - I haven't finished it yet, but I'm going to create 10 variants of each element, headline, close, body, creative and then pick the best ones (3-4) out of them to experiment with.

What is the business?

- Taking professional headshots both indoors and outdoors, used for personal life, but mostly for business.
- Does sessions for family, personal, corporate and environmental portraits (think we want to bring in people for either the personal one, or corporate shoots, or portrait ones for business people - but probably just want to go with the standard headshots for the ads.

### **What is the business objective?**

Looking to attract businessmen/women to get professional headshots for their online profile. And for actors who need them for auditions. We're trying to get them to book themselves in with our meta ds.

### **What part of the funnel are we looking at?**


We're doing ads, meta ads at the very front end of the funnel, which will either take them to a landing page, or they just fill out a form on the ad site and then we call them up to book them into a slot (landing page not made yet)

Value equation: For business professionals, we use the fact they're busy to say we offer a speedy service because we know they're busy and we don't want to take them away from the work. For actors we want to leverage the certainty that these results are going to get them booked from more auditions.

## **WWP**

## **Business Professionals**

**Who are we talking to?**

- People involved in business, they either have their own one by themselves or they own a fairly large company with lots of staff
- Men and women
- Aged from 25-60
- Slightly above average income
- Local to Cardiff
-  Business owner Avatar

**Where are they now?**

- Awareness: Problem aware audience, not actively looking for solution
- Sophistication: 4
- Current state:

- For the problem aware people, they are aware their linkedin profile looks a bit old or blurry or unprofessional and needs and update
- And similarly for larger companies, they're aware they want a "meet the team" section that looks professional as hell to increase their professionally and trust to possible clients
- Dream state:
  - Professional photos that elevates their brand and makes them look better
  - For corporate: "Delighted with the pictures" "Love the quality of the pictures"
- Roadblocks
  - Don't know which photographer to go with // aren't aware of it
  - Nervous about getting in front of the camera and having the picture taken
  - Having a bad experience with photographers cancelling or making the process boring that he ended up resenting it
- Solutions
  - Put you totally at ease from the start, very personable, enthusiastic person so you feel relaxed the entire way.
  - Gives you a clear understanding of what you need to do and how to represent yourself in front of the camera.
- Product
  - Headshot photography
- Levels of "will they buy?"
  - Desire: problem unaware = 0 problem aware = 2 solution aware = 3 → 7
  - Certainty: 2 → 9
  - Trust: 0 → 9

### **Where do we want them to go?**

- Stop scroll
- Consume ad // Click link
- Go onto landing page
- Book session // form

### **What do they need to experience in order to do this?**

- Stop Scroll
  - Pattern interrupt of headshots looking back at the camera, can have people people will be more likely to recognise like the go compare guy, the first minister dude
    - This can be done with just one large picture on a gallery, or with lots of them on one slide.
    - We could also combine it with their testimonial below it for more trust.
- Consume ad//click the link
  - Call out target audience of entrepreneurs in Cardiff
  - Call out their current painful state
  - Raise awareness of problem, first impressions matter
  - Present solution, we're here to give you the best one to potential customers or job interviews

- Product: We offer the easiest photography for solo entrepreneurs trying to separate themselves from the crowd.
- Desire stack for close (If you want to land more clients and separate yourself from your local competitors, then click the link and find out more.
- New mechanism ad
  - Call out target audience
  -
- Go onto landing page
- Book session with us
  - Above the fold:
    - Headline
      - Promise dream state
    - Subheadline
      - Explain mechanism, connect it to dream state
    - CTA
    - Montage of headshots
  - Increase trust
    - Testimonials (3-5)
      - Headshot of them
      - Name
      - ★★★★★
      - Testimonial
  - Increase all the bars
    - Paragraph that we do dreamstate through exceptional mechanism
    - List of trusted companies below that
  - Who it is taking your photos (trust + value)
    - Massively increase trust like on the acting one
    - Leverage this to deliver their dream state
  - More social proof for trust
    - Gallery of photos
  - Increase value and certainty by saying what they can expect from the shoot
    - Unleash personality
    - Make a lasting impression
    - Reliable results
    - Boost confidence
    - Authentic professional headshots
    - Comprehensive service
  - How it works for certainty they know what's going to happen (3 steps)
    - Book a shoot
    - Shoot
    - Pick your photos
  - Service options (title, description and picture)
    - On-location (environmental)
    - Team branding

- Personal branding
- CTAs which take them all to the form
- Form
  - Fill out the form and we will get back to you
  - Thanks for your interest in working with us
  - Form elements
    - Name
    - Email Address
    - Phone Number
    - What type of session would you like to shoot with us?
    - Please select a possible date for your session
    - How did you hear about us?
  - On the right hand side of the form
    - Location, address
    - Number to call

### Personal Analysis:

- Media is plain and boring, I've created an alternative next to it. Do you think I should combine the two in a carousel? Have the first photo be the one I'm going to experiment with below and then have the other pictures in the carousel be these headshots below?
- "An outdated profile picture can communicate unprofessionalism and lose potential customers" - do you think I should reduce this down to to just "an outdated profile picture can lose potential customers"
- I've been confused as to what the awareness stage of this avatar is, my best bet is problem aware, and sure they are aware that photographers exist to take nice shots of them, but they're not actively looking for it and it hasn't processed in their mind because this pain is so low down for them right now. - Do you think I've made a mismatch and I should go for a headline like "Looking for headshots that'll make you stand out from the crowd?" or go for a new p

→ Going to connect their problem of poor pictures going to be a short term and long term problem for them if they want to be successful

Short: People are probably looking for people with your skill right now, and choosing the ones that give them the best first impression.

Long term: Imagine your profile if you changed it just a couple months down the road. What do you think it would look like?

## Ad 1

 Attention Business Professionals In Cardiff!

Do you struggle to stand out on LinkedIn?

It takes just 4-7 seconds for potential customers to form their first impression of you — an unprofessional profile picture can signal that you're not serious about your business, and silently turn away ready-to-buy prospects.

For the past 10 years, our “customer oriented” headshots have given small businesses an edge over their competitors, and attract new clients on a weekly basis.

Click the link to find out how we can help you! ▼▼



**It takes just 4-7 seconds  
for a customer to form a  
first impression of you.**

**90% of the time this  
happens completely  
online.**

Click the link to find out more!

Click the link to see how we can help you.

## Tests

### Headlines

- Struggling to stand out on LinkedIn?
- Struggling to break through the noise of LinkedIn?
- Is your outdated headshot holding you back?
- Definitely want to test with different stages of awareness
  - Problem unaware
    - Did you know professional headshots on your LinkedIn page can increase
  - Solution aware
    - Looking for professional headshots for your business?
- Want a LinkedIn That Stands Out From Your Competitors?
- 

### Body

- Professional headshots for Cardiff business leaders.

Click the link below to find out how we can help you.

- 90% of first impressions happen online — having a old, or even blurry LinkedIn profile picture can start you on the wrong foot.

We'll give you amazing headshots that'll make you stand out from your competitors and give you the best first impression that lasts.

We know the exact frames and expressions potential customers/employers trust to give you the best chance possible

- Do you want to stand out on LinkedIn?

Previous business professionals we've snapped claim their headshots helped them:

- Stand apart from local competitors
- Leave a lasting first impression
- Attract hundreds of

For the past 10 years, we've taken professional headshots that create a strong first impression, and open the door to hundreds of new customers online for start-ups and small businesses.

For the past 10 years, our "customer oriented" headshots have been the key to unlocking hundreds of new customers online for small businesses.

For the past 10 years, our "customer oriented" headshots have given small businesses the edge they need to attract a consistent flow of new customers.

For the past 10 years, our "customer oriented" headshots have given small businesses an edge over their competitors, and attract new clients on a weekly basis.

It takes just 4-7 seconds for potential customers to form their first impression of you — an unprofessional profile picture will turn ready-to-buy customers to your competitors

It takes just 4-7 seconds for potential customers to form their first impression of you — an unprofessional profile picture cause your perfect customers to use one of your competitors.

It takes just 4-7 seconds for potential customers to form their first impression of you — an unprofessional profile picture will turn your perfect customers to your competitors.

It takes just 4-7 seconds for potential customers to form their first impression of you — an unprofessional profile picture can signal that you're not serious about your business, and silently turn away ready-to-buy clients.

CTA

## Creative

It takes just 4-7 seconds  
for a customer to form a  
**first impression** of you.

**90%** of the time this  
happens completely  
online.




## Landing page

### **Attract Online Customers On Autopilot With Our “Customer Tailored” Headshots**

**Build Trust, Humanise Your Brand, And Attract New Enquiries Every Week, All From A  
30-Minute Photography Session.**

[Apply For A Session]

<Headshots in the background>

Headshot (name)  Testimonial	Headshot (name)  Testimonial	Headshot (name)  Testimonial
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**Our headshots focus on bringing out the best in you, so people browsing your website or social media page don't see “another company” but someone they can connect with and trust.**

**Our headshots capture confidence, personality, and reflect the genuine *you*. Which builds trust, forms a strong first impression. turns passive online browsers into enquiries in your inbox.**

**Our headshots are crafted to reveal the genuine you, ensuring potential clients see someone they can trust and relate to.**

(FEP logo , BIPP logo , Ford logo, Land Rover logo, Audi logo, Welsh Government logo, Cardiff Football logo)

### **Captured By One of Wales' Finest Photographers**

With 20+ years of experience shooting over 100,000 headshots, Peter Morgan has captured the personalities of high-profile professionals like actor/singer Wynne Evans, First Minister of Wales Vaughan Gething and television presenter Sian Lloyd.

Peter's multi-award-winning photography has built him the reputation as the go-to photographer in Wales for business professionals seeking headshots that never need to be taken again.

This means you get headshots that:

- ✅ Create an Unforgettable First Impression: Stand out from your local competitors and make prospects eager to call you.
- 🧑🏻 Humanise Your Brand: Turn your corporate look into one that feels personal and relatable.
- ☀️ Boost Your Confidence: Wear your professional image with pride

(Photos sliding across the frame)

### **Simple And Fast - Our 3 Step Process**

1. Book a meeting
  - a. Fill out the form below and we'll get in touch to understand what you want from your photography, and we'll book you in for your session
2. Fast, efficient shoot.
  - a. When we meet up, I take 5 minutes to really understand you, your company and what you want, this ensures I know exactly what to capture with the photos.
3. Delivery of photos
  - a. Immediately after the session, we'll choose the best ones, I'll give you some professional advice on which ones customers are going to nod their heads along with on your website or LinkedIn page
  - b. After this, I'll turn the photos around in X period of time, ready for you to download, print and use as you please.

## My Guarantee

We'll show you the photos as soon as the session is finished - if you are unhappy with the results, we will take them all again for free until you're satisfied.

## How can we help you?

On location services  We come to you! And capture you in your normal working environment. Great for real estate agents and financiers	Team branding sessions  For businesses with a large portfolio of staff. We'll capture all of them and their personalities	Personal branding sessions  Have a LinkedIn page that breaks through the noise, and watch your messages shoot through the roof
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## Apply For Your Headshot Today

Fill out the form application and we'll see if we can squeeze you into our calendar, you'll hear a response within 24 hours

[form]

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## Tests

### Headlines

- Become you industry's leader in Cardiff
- Show you **at you best** to your customers
- Stand out from the crowd with headshot photography
- Upgrade your image, Attract more clients
  - Headshots that form a strong impression and make you stand out

## Larger Businesses

### Who are we talking to?

- CEOs and high up people working in businesses/offices that have lots of staff.
- Men and women
- Aged from 25-60
-  Business owner Avatar

### Where are they now?

- Awareness: Majority is problem unaware, they don't know these photos could lead to more sales. I'd say 80% are problem unaware, and then 15% are problem aware and 5% are solution aware and actively searching for one.
  - Problem unaware
    - There's a direct link between professional meet the team picks, and increased fall down...
  - Problem aware
    - Does you "meet the team" section look a little aged?
  - Solution aware
    - People of Cardiff! Looking for photography for your business team?
- Sophistication: 3-4
- Current state:
  - Annoyed that their meet the team section looks a little bit of a mess and unprofessional
- Dream state:
  - Having professional photos on their website which increases the number of online conversions they get.
- Roadblocks
  - Those aware of it don't like the costs, and don't think it's going to be worth it.
- Solutions
  - Tell them how much profit they're missing out on by not having these photos, highlight the value equation so they think it'll be quick and easy to get the photos that will deliver these results.
  - Put you totally at ease from the start, very personable, enthusiastic person so you feel relaxed the entire way.
  - Gives you a clear understanding of what you need to do and how to represent yourself in front of the camera.
- Product
  - Headshot photography
- Levels of "will they buy?"
  - Desire: 2 → 8
  - Certainty: 2 → 8
  - Trust: 0 → 10

#### **Where do we want them to go?**

- Stop scroll
- Consume ad
- Click link
- Consume Landing page
- Book session by filling out the form

#### **What do they need to experience in order to do this?**

##### Based on what other people are doing

- Stop scroll
  - Have some professional headshots of corporate people, quality headshots
- Consume ad

- Call out the target market
- Call out their problem (probably want to create a variant where you test making them aware of another problem)
- Introduce product and why you should go with them
- If you want dream state then use me
- Bring in the experience they're going to have, use value equation
- CTA

#### **Personal Analysis:**

- I deliberated with adding a line like "We know you're busy, that's why we specialise in taking your headshots quickly and make it stress free for you" as this is what they'd value, i deemed it make the ad too long and would be a bit waffly, what do you think?
- The second line in the ad feels like I'm selling

## **Ad 1**

Attention business professionals in Cardiff! 🚩

Do you need amazing new headshots for your staff, committee or board members?

Professional headshots has

For the last 5 years we've helped local businesses stand out from the crowd and open their doors to heaps of new customers with professional headshots.

Click the link below to find out more.



## Tests

### Headlines

- For business owners who are almost (but not quite) satisfied with how many customers they're taking on every month
- (Attention...) Here's how make your company the industry leader in Cardiff 📌
- (Attention...) BECOME THE *(insert your industry)* LEADER IN CARDIFF
- Increase your footfall rate by up to 55%
- For Cardiff professionals... Become the industry leader with professional headshots

### Body

- Studies have shown that professional headshots open the door to loads of new customers and make you stand out from the crowd

Especially ones that offer a local service

We offer professional headshots to busy professionals who want to become the industry leaders for their business in Cardiff.

Click the link below to find out more 📌📌

- Did you know fresh headshots can increase your footfall rate by up to 55%?

First impressions matter, and outdated or blurry photos can lose potential customers online.

You need fresh headshots that help you stand out from the crowd — and what we've delivered to professionals like you for the past 5 years.

We make getting high quality headshots easy and fast, so

Want to know how we can help you?


### CTA

### Creative

## Landing page

## Actors

Who are we talking to?

- Aspiring actors who are auditioning to places and need to leave some information behind after each audition.
- Men and women, mainly women
- Aged from 25-40
-  Actors Avatar

### **Where are they now?**

- Awareness: largely problem unaware, but there will be some solution aware people too
- Sophistication: 2
- Current state:
  - Frustrated they can't seem to get any jobs from all the auditions that they do.
- Dream state:
  - Having amazing headshots that fully encapsulates their personality and acting style.
  - Having headshots they're proud to take to auditions
  - "I feel really happy, and really confident to take these photos to auditions, my agent loved them too, captured my personality"  
<https://vanitystudios.co.uk/testimonials/>
  - (they're agent will love it too, but don't make this an outstanding reason, desire stack.)
- Roadblocks
  - They don't think it's going to be worth the price so they instantly shut themselves off to the idea.
- Solutions
  - Tell them how many more auditions they could get if they got some professional photos that encapsulates their acting style and personality, and highlight the importance of first impressions.
  - Gives you a clear understanding of what you need to do and how to represent yourself in front of the camera.
- Product
  - Headshot photography
- Levels of "will they buy?"
  - Desire: 2 → 8
  - Certainty: 2 → 8
  - Trust: 0 → 10


### **Where do we want them to go?**

- Stop scroll
- Consume ad
- Click link
- Consume Landing page
- Book session by filling out the form

### **What do they need to experience in order to do this?**

- Stop Scroll
  - Picture of headshot
  - Coloured background for contrast

- Logo
  - Little text with text about overcoming common problems they have
- Consume the ad and click the link
  - Get dream state
  - Showcase mechanism to problem with us
  - Why choose us? → Reasons why to choose us
  - Learn more
- Click link onto landing page
- Consume landing page / book a session
  - Headline that promises dream state
    - Finally Land Your Dream Roles...
    - For actors who are done with getting rejected endlessly from gigs and auditions
    - Actor headshots that get you booked
    - Headshots in the background
  - Either 1 killer testimonial, or three OK ones.
    - CTA to book
  - Why trust us for your headshots
    - Make Peter seem extremely trustworthy
    - This means you'll get headshots that:
      - Capture your essence
      - Leave a strong, lasting impression on the casting director
      - Make you stand out from your other auditionees who are still using plain iphone selfies
    - To allow you to break into acting and land that first big role on the stage or screen
  - Either more testimonials or a trusted by [companies]
  - Not a fan of having your picture taken? - No problem!
    - 4/5 people I shoot say they don't like having their picture taken, I get that
    - I keep things relaxed and will put you at ease, so you feel natural in front of the camera, and I can bring out your true personality in the pictures I take, here's some words fellow actors have described the process to be for them:
      - Photographer who puts you at ease
      - Photographer that knows how to use natural light to show their aura and energy
      - Doesn't let you just go with it, gives you direction to give you more variety and presence, (which is what the casting directors will love)
      - Personally invested in getting the best out of you
      - The session was very relaxed with lots of easy chat and laughter
  - Info + pricing
    - Here's what you get
      - 15 top quality headshots you can pick and choose from hundreds from one the UKs best

- X desired outcome
-  A massive boost in confidence
- All for just £350
- Does that seem like a lot?
- Well if you were to put a price tag on your acting career, I'm sure all of you would say it's priceless
- Headline: Let's break you into acting this summer
  - If you are serious about your career and taking it to the next level, so you can quit your day job and live the life you dreamed as a kid
  - And if you think you're ready to start taking on your dream roles
  - Then fill out the form, and book your session today.

## **Ad For Actors - Someone Else**

Take your Acting Career to the Next Level !

Amazing Acting Headshots That Get You Booked

Click the link below to find out more






(same media)

## **Ad For Actors - My Own**

### **Personal analysis**

- "You will walk into auditions with stunning photos that radiate confidence and make you unforgettable." - I dislike this line it just seems a bit contrived. I'm trying to use visual and kinesthetic language to make them imagine walking into the audition, but it lacks power. I've tried adding things that will give it more power like "overshadow your auditionees" or "leave the directors jaw on the floor" but this makes it longer and more forced. - What would you do?
- Also, I took Ronan's advice of making some headlines that don't ask questions straight away as this raises sales guard, but I still think this is the winning headline (you can see the other ones I made below in the headline tests section). What do you guys think?

 Calling All Aspiring Actors in Cardiff! 

Frustrated with endless auditions and no callbacks?  Your headshots might be the missing piece!

For the last 5 years we've helped actors land their dream roles through professional headshots. You will walk into auditions with stunning photos that radiate confidence and make you unforgettable.

Ready to boost your acting career? Click the link below to find out more.



## Ad Tests

### Headlines

- Actor headshots that will get you booked ✓
- Break into acting this summer
- We help actors land their dream jobs....
- The easiest way to land your dream roles
- **Land audition after audition with our headshot photography**

### Body

- First impressions matter and we understand you want your headshots to convey your personality through the screen onto the casting director

And that's exactly what I do!

From photography HUNDREDS of actors, I know how to make you stand apart from your auditionees to put your acting career on fast track.

- We encapsulate your acting style and personality in professional headshots, so you can walk into auditions confident your photos will reflect your audition on the casting director
- Take your acting career to the next level with a professional headshot. (for the top line)
- These headshots will make you stand out from other auditionees and leave a strong impression on the casting director.

CTA

Creative

## LANDING PAGE

### Personal Analysis

- Too wordy, I can probably delete the entire section that's named "Ready for your acting career to get on the map" and it might be fine, this is something I'll test with, but I wanted to get your opinion on the landing page being too long.
- Actors are quite broke, and stingy with their money as they're working minimum wage, do you think I've amplified enough trust enough for them to fork over the money?
- Mainly the copy in the last section, i dig deep into their emotions, and I worry that I've gone a bit overboard with it, for example *"All those years of audition after audition leading nowhere, the doubt that crept into your mind that your parents were right, and you should "get a normal job" – all washed away with one successful audition."* - Do you think I'm just telling them info they already know and they're going to see this as a bit contrived?

## **Finally Land Your Dream Lead Roles**

(For this bit, we'll have lots of headshots darkened in the background, we might even have it on an endless scrolling loop going sideways.)

Testimonial 1 (short bit of text highlighting positive) [PICTURE] <i>Name - Actor/Acted in</i> Testimonial	Testimonial 2 (short bit of text highlighting positive) [PICTURE] <i>Name - Actor/Acted in</i> Testimonial	Testimonial 3 (short bit of text highlighting positive) [PICTURE] <i>Name - Actor/Acted in</i> Testimonial
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## **Headshots That Capture *Your* Personality**

With over 20 years of experience taking over 100,000 headshots, including some high-profile individuals like actor/singer Wynne Evans, First Minister of Wales Vaughan Gething and television presenter Sian Lloyd.

Peter Morgan's multi-award-winning photography has built a reputation as being the go-to headshot photographer in Wales for actors, professionals — and even other photographers!

This means you get headshots that:

📸 Leave a strong, lasting impression on the casting director that makes your audition unforgettable

👤 Overshadow the other auditionees, especially those who still use plain iphone selfie

☀️ Capture **your** essence as an artist, directors will see and *feel* your audition all over again, just from your photos.

(moving slide of company logos)

(Couple of extra photos of headshots to go in here)

CTA

### **Easy, Stress-Free Photography**

(slideshow on one half of the screen of other headshots)

At least 8/10 people I photograph tell me they either dislike or feel uncomfortable in front of the lens. - I get that

That's why I make things as easy as possible for you, before any photos are taken I take time to understand your personality, charisma and acting style.

So when we get to the shoot, not only will it feel like a good friend is taking your photos, but I know exactly how to guide you to emphasise your personality to the camera.

So your photos have that wow factor that will leave the casting directors' jaw by their ankles

And if we get to the end and you don't love your photos then **I'll shoot the entire session again** — 100% guarantee.

### **Ready for your acting career to get on the map?**

Every successful actor had that pivotal role that got them noticed, professional headshots give you the best chance of making that breakthrough role happen as fast as possible.

All those years of audition after audition leading nowhere, the doubt that crept into your mind that your parents were right, and you should "get a normal job" – all washed away with one successful audition.

And from there your career on the stage is set in stone.

Wouldn't you agree £350 for this breakthrough moment would be an extremely fair price?

That's about an eighth of the price of most criminally overpriced acting classes.  
And who knows the fraction of paying for drama school.

So if you're serious about putting your acting career on the map, and land the kind of roles you dreamed of as a kid.

Then fill out the form below, we'll be in touch within 24 hours, to book you into our earliest slot available!

P.S. If you want to know more about the shoot, how many photos you'll receive, how long it'll take, what to wear, how to bring out the most in your photos, see you [FAQs](#) below - I look forward to seeing you

Peter

[form]

## Landing Page Tests

### Headlines

- Finally Land Your Dream Roles...
- For actors who are done with getting rejected endlessly from gigs and auditions
- Actor headshots that get you booked
- Why headshots are crucial for actors looking to get their career on the map
- Headshots that make you stand out from the crowd, and land you your dream roles
- LAND YOUR DREAM ROLES WITH PROFESSIONAL HEADSHOTS
- Did you know that professional headshots make you X times more likely to get picked for leading roles
- Sub; For actors who are done with reading "we're going in a different direction" and instead make the direction them!
- Make your audition unforgettable with professional headshots

### Section 1

### Section 2

### Section 3

### Section 4

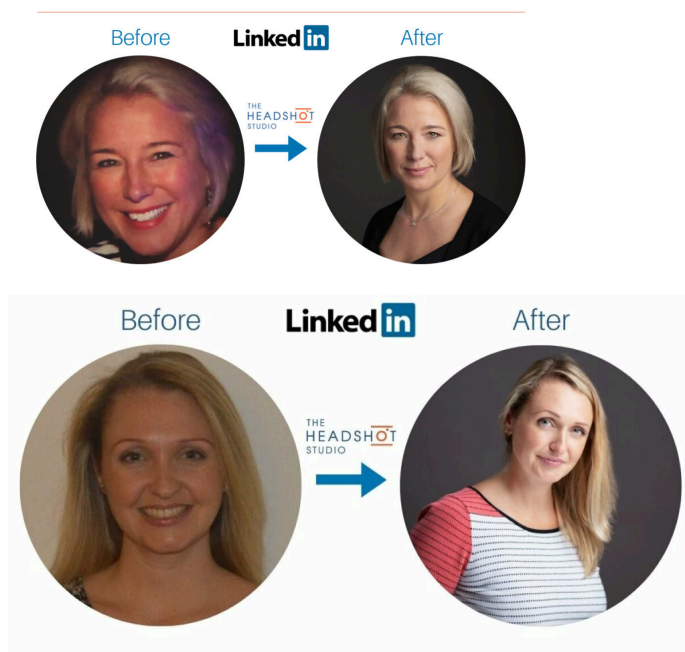
- So if you booked this session and used your photos to immediately start landing lead role after lead role and prove everyone who doubted acting was the best option and

politely reminded you to “acting is so hard to get into” or even better “get a real job” — wouldn’t you agree £350 is extremely low for this sort of breakthrough in your career

Closes

### General Notes

All the headshot reviews I’ll ever need: <https://www.stevelawton.com/headshot-reviews>  
Before and after pics like this are really good, could use these on the landing page:



Useful info for a potential landing page:



**90% of recruiters use LinkedIn as their principal source to find candidates**

**50% of B2B buyers use LinkedIn when making purchasing decisions**

**Adding a profile picture makes you 36 times more likely to receive a LinkedIn message**

**Profiles with professional headshots get 14 times more views**

Top player, Chris Heashots IG: <https://www.instagram.com/chrisheadshots/?hl=en>

Their LinkedIn ad: <https://www.linkedin.com/ad-library/detail/441371126>

Overall business headshot ads on LI:

<https://www.linkedin.com/ad-library/search?keyword=business+headshots>

Pattern interrupt media to test with

<https://www.linkedin.com/ad-library/detail/408751494> → Landing Page:

[https://www.headshots.com/contact/?utm\\_source=linkedin&utm\\_medium=ppc&utm\\_campaign=retargeting&utm\\_content=singleimage&trk=ad\\_library\\_ad\\_preview\\_headline\\_content](https://www.headshots.com/contact/?utm_source=linkedin&utm_medium=ppc&utm_campaign=retargeting&utm_content=singleimage&trk=ad_library_ad_preview_headline_content)

<https://www.linkedin.com/ad-library/detail/464956146>

Actor headshots to model off of:

[https://www.facebook.com/ads/library/?active\\_status=active&ad\\_type=all&country=ALL&q=actor%20headshots&sort\\_data\[direction\]=desc&sort\\_data\[mode\]=relevancy\\_monthly\\_grouped&search\\_type=keyword\\_unordered&media\\_type=all](https://www.facebook.com/ads/library/?active_status=active&ad_type=all&country=ALL&q=actor%20headshots&sort_data[direction]=desc&sort_data[mode]=relevancy_monthly_grouped&search_type=keyword_unordered&media_type=all)

Standard meta headshot ads

[https://www.facebook.com/ads/library/?active\\_status=all&ad\\_type=all&country=GB&q=headshots&sort\\_data\[direction\]=desc&sort\\_data\[mode\]=relevancy\\_monthly\\_grouped&search\\_type=keyword\\_unordered&media\\_type=all](https://www.facebook.com/ads/library/?active_status=all&ad_type=all&country=GB&q=headshots&sort_data[direction]=desc&sort_data[mode]=relevancy_monthly_grouped&search_type=keyword_unordered&media_type=all)

Actor landing page that's alright

<https://vanitystudios.co.uk/actors-headshots/actors-promo/>

Standard landing page that's a good model

[https://ivanweiss.london/?utm\\_source=meta&utm\\_medium=instagram&utm\\_campaign=stories&fbclid=IwZXh0bgNhZW0CMTAAR0LhVxzQBcA2xwt0uoRedohE\\_7UQrFRkqt-YyxffPyoSu6BdoLLK9P9u8Q\\_aem\\_dCvBAnUAE\\_umTOD7GvW-mg](https://ivanweiss.london/?utm_source=meta&utm_medium=instagram&utm_campaign=stories&fbclid=IwZXh0bgNhZW0CMTAAR0LhVxzQBcA2xwt0uoRedohE_7UQrFRkqt-YyxffPyoSu6BdoLLK9P9u8Q_aem_dCvBAnUAE_umTOD7GvW-mg)

How can I turn this info from the call into something for the project.

I'm in the same boat as in their desire for the product is low but outcome high

So I just need to connect it to getting that dream state.

How can I connect it>

Right, what's on my mind, I'm confused about the awareness still, so it doesn't get that many search terms, and not many people are running google ads for it. Which suggests google ads isn't what you want to go for. And stick with the social media stuff. I believe both FB and LI can work, LI better but that's going to be a lot more expensive than FB and I'm still confident that FB will work.

Anyway awareness, so as very few people are searching for it, that suggests it's either a problem not a lot of people actually want solving, which I'd counteract by saying there's tons of companies out there offering this service, and there's new mechanisms and there's lots of ads **It's not the service itself it's the fact people just don't have a high enough pain most of the time to solve it, which is why meta ads are going to be so handy.**

So my question now comes to the two different kinds of people solving the problem, you've got those who are actively solving it because they're go-getters and want their linkedin headshots to look good, so they actually search for it, and then you've got those who realise it doesn't look as good as others and say one day they're going to fix it, and that day will be ages away.

Same with anything and any product, people have shoved it under the bed in hopes of forgetting about it.

Bring it back and amplify their pains so they want to take action.

Problem solving time, so what I'm confused about is exactly what to say at the start of the ad for the business professionals, my own bias is to go with presenting a new problem to them like "Did you know humanising your brand can increase sales by X, Professional headshots will make you stand out and give you the best first impression. But everyone else in the market seems to be going with selling the product, not selling the need of more sales. The need they sell is standing out

The need for small entrepreneurs is to stand out, look professional and get more customers - That's what they want. They don't want nice headshots.

**Arno 20 Questions into what I can put into the section below the testimonials and above the trust promoting "about me" section.**

What is the objective of this section: It aims to build their desire for the photography, they need to want it badly for their business.

Small thing, I still need to market to both large business owners and solopreneurs. So I need to make sure the desires align for both of them

20 ways to increase their desire for headshot photography i thai section

1. Present a load of statistics saying it's can help cause this and that desirable thing for your business, and that's exactly what we do...
2. Trigger a load of movies in their head of people seeing these headshots online and seeing all the shit ones from their competitors and thinking theirs is the best, so they either submit an online form just like that or they actually turn up and walk through the door.
3. Say its the best, it's amazing ah you need to get this now it's the best over and over again
4. Take a load of corporate images show them up and say these people experienced X Y and Z results from their business as a result of their photos
5. Get it from the perspective of the customer, just them narrating it, saying it's so good
6. Hit them with the dream state of being the #1 industry leader as a result of all the customers they're going to get from these headshots
7. Show a diagram of how these headshots will help them get more business
8. Show before and after shots and the results generated for their clients a s a result
9. Show most people have pictures like this for their profiles, stock images, iphone selfies, poorly cropped out wedding photos, they get average results, then show an arrow leading to the picture of his headshots and show the benefits they've got now (the contrast of before and after)
10. Combine any of the above with text below that amplifies the value equation, you can get all of this from a shoot that'll only be an hour long
11. Future pace them seeing these pictures on their website and them feeling super proud of it on top of that.
12. Use Maslow's hierarchy of needs to say it's your path to self actualisation. Having these pictures will confirm that you are the business owner you thought you were
13. Build a strong identity around having these kinds of photos, they cement their idea that they are the business owner they thought they were and they are the big CEO, and this will show everyone this opinion
14. Status over local competitors and people they know in the same field. People they meet at conventions and will blow them away when they check out their website a little bit later.
15. Compare them to what everyone else is doing. You are doing this with oyur photos because it's easy and you think it'll work. All your competitors are doing the same thing and they also think it's going to work. And when everyone thinks like this, it doesn't work because everyone is the same in the eyes of the customer. This gives you the golden ticket to stand out
16. Compare the headshots of some average people and then compare it to some of the most successful companies around the world. And say do you think it's a coincidence why these people all have outstanding headshots, and all these people do not have good headshots
17. Case study of the results these headshots got for one person

18. What people do wrong with their headshots for their website/LinkedIn profile → What professionals do right.
19. As a customer myself, I absolutely love seeing a brand I can personally connect with and feel like I'm talking to, rather than a corporate one with stock photos that everyone is using. AND I'm sure you are the same way too, think about that time you shopped on Amazon and saw "small business" next to the product, then when you saw the one that was "recommended by Amazon" you of course go with the small business option. And the same goes to customers on your website.
20. Think about how many people view your website a day, and if you bare in mind the X% that professional headshots has on your prospective customers, what would this do for your business right now.

All right we have 20 let's pick the best

- Bullet points of the statistics
- Contrast of before shots and then after shots people use and the results that has brought these people. People did this, then they do that.
- Case study of what this has done for me
- Upload a couple of images that the target audience would be precisely after and then say the benefits it got for their company
- Tie in the value equation and a touch of identity
- Mention both LinkedIn and website at the start

Here's what most people do with their LinkedIn and Website shots:

(images of pictures I've currently got)

*Annotations around it with things like, looks like everyone else's, doesn't build trust, doesn't leave a good impression. Would you hire this person?*

Then we show a professional headshot afterwards of the same person with things like *Looks confident and professional, looks trustworthy and successful, someone I'd work with.*

Your confidence as your business' founder will shoot through the roof and you'll attract heaps of new customer enquiries online and people walking through your door in person as a result.

All of this from a 30 minute shoot just down the road from you, and shot by...

## Site changes

With session prices starting from just £350, take advantage of the offer and get your professional headshot or portrait done whilst you wait.

We can also accommodate corporate days for group shots with package prices starting from just £600 where we will come to your place of work or if you prefer, give us a call and we'll find some availability for you.

- Removed from the about us page