

# Tao Of Marketing Analysis - Barbers

Business objective: Fix his attention problem through social media

Potential marketing asset/mechanism: Getting attention via organic IG content. This is important so I build trust with my client and he gets more recognition so then we can focus on monetizing that attention.

## Winner's Writing Process

### 1. Who am I talking to?

- a. Man
- b. 20 - 60 years old

### 2. Where are they at now?

- a. Scrolling on social media
- b. Level 4 - Product Aware
  - i. Buy Now, Urgency, Scarcity, Risk Reversal, Social Proof, Crank pain/desire/need, etc
- c. Stage 5 - Market is tired of everything..
- d. Current state - Tire, don't trust barbers, uncomfortable, scared, unconfident and overall fear of not having their dream haircut.
  - i. Are pissed or angry with their latest haircut
    - 1. Me cobraron 35 dólares por destrozar mi cabello
    - 2. El barbero que me tocó no sabe recortar barba a tijera. Los otros ninguno dijo que sabia. No vuelvo.
    - 3. Es una falta de respeto que te citen a una hora, te hagan esperar afuera al sol y que despues de estar esperando tu turno, venga alguien recién llegando y lo atiendan por encima de uno sin explicaciones. No vuelvo aqui.
    - 4. Horrible, me abren la puerta pa decirme con actitud que faltando una hora pa cerrar no esta cogiendo mas nadie y que no puedes ser cualquiera. Fatal.
    - 5. I can't say about hair cut but I waited outside for my turn and never called. Owner just put the sign closed in my face and I left. You have to treat your customers with respect.
    - 6. Never trying again this place. Disappointed! I had my appointment booked at 5:00PM. Didn't even acknowledge me, waited 20 minutes

and you guys didn't even say hi. So disrespectful! I don't know how things are done there. You got lots of potential to target them on customer service, and showing off your client's skills on beardtrim!!!! Now I am hoping he actually cares about his customer, and not be like other places that the reviews are coming from.

- ii. They are just "fine" with their barber and feel comfortable but don't know what they are missing on
- e. Dream state - happiness, confident, comfortable, good looking and overall feels great. Also, a good barber that respects the client, gives the exact haircut the
- f. client wants. Overall a trustworthy barber.
  - i. Excellent buen servicio, un lugar para llevar a su familia a tener un buen recorte.
  - ii. Very friendly. Never been to a barber shop that can multi-task and finish my cut in less than 40 minutes. Fantastic job.
  - iii. Llevo viniendo aqui desde el 2010 y el servicio siempre esta super, bien limpios, educados y profesionales me he recordado con diferentes de ellos atraves de los años y todos tienen excelencia en servicio en mi libro los recomiendo full mas hay un car wash al frente que puedes lavar el carro mientras te atienden y para el tiempo que sales ya esta listo tambien. A+
  - iv. Una barbería donde te recortan como tú quieras y son perfeccionistas y el ambiente es tranquilo y familiar. Los recomiendo 100%. Are some of the reviews from your guy?
  - v.
- g. Current desire levels - 3.0
- h. Current belief in idea/mechanism - 2
- i. Current trust/liking of company - 1 (i WILL increase this by By showing the amazing results my client does and getting to know more the barber. The only thing is that how could i tell my barber to make videos of him showing himself and talking. Wouldnt that be like weird for him. I don't think he will like that)

### 3. What do I want them to do?

- a. Watch our reel/post
- b. Watch our ig page
- c. Look at past clients and the good results for haircuts they got
- d. Click on the CTA on the bio
- e. Have an appointment
- f. Attend and get paid
- g. Maintain customer How about having a dialogue with them through comments section? And always offer them to reach out through DM if they have more questions

### 4. What do they need to experience/think/feel to do that?

- a. Are pissed or angry with their latest haircut
  - i. Connect with Past Experiences

1. Call to mind your past haircut experiences and how bad they were. (Get their attention by making them feel identified with these past experiences and curious about how we are different.)
- ii. Differentiate Our Service
- iii. Show or explain how we are different from those past experiences. (Maintain attention by presenting our approach as sensible and confidence-inspiring, increasing their desire to learn more.)The only thing i see is that my client has a lot of respect for his clients and doesnt has music playing loud and he even respects a lot the turns of his customers how are you different than others?
- iv. Call to Action
  1. Finish the video with our phone number. (End with a strong CTA so that viewers see it clearly and think, "That's interesting and conveniently close. Let me check out their page.")
- b. They are just "fine" with their barber and feel comfortable but dont know what they are missing on. Like a good quality haircut and an good ambient where his haircuts are just how they wanted.
  - i. Address the Audience's Current Situation
    1. Are you just "fine" with your barber, feeling comfortable but unaware of what you might be missing?
  - ii. Highlight the Need for an Upgrade
    1. Show how upgrading to a new barber can make a difference. Use a video to display impressive results that capture their attention. (I want them to feel that at my barbershop, they experience a unique vibe and higher quality that their current barber doesn't provide.) how many of such videos have you done?
  - iii. Maintain Engagement
    1. Keep them engaged with the video, showcasing the exceptional experience. (I want them to think, "This really looks good" and stay interested.)
  - iv. Call to Action
    1. Finish the video with a strong CTA directing them to our page. (As they see other clients and their results, they'll be convinced to click for an appointment.)also a good CTA is to get more engagements in the comment section... this is one of the things I am also working on

(This is for passive buyers for now and organic growth for now until i get my clients trust for growing his social media in organic way as said earlier)

## **OVERALL PROCESS**

- a. Watch our reel/post
  - i. I want to get their attention from the start

- ii. They feel interested and curious to see the result of the haircut or overall want to see the content for curiosity or interest as said.
  - iii. They think like that's a GREAT haircut. Don't aim for good, aim for GREAT! Like this is the greatest haircut and it's what I always wanted to have.
  - iv. They maintain to watch until the phone number appear to have an appointment
  - v. They feel interested and click on the page to look for more information or content
- b. Watch our instagram page
  - i. I want them to do this so they see other results from past clients Do you have written reviews that you can also share?
  - ii. I want them to start by looking at past content and the highlighted stories, so they see that all clients end up satisfied and the trust and belief rises. One trick that I am doing, learnt from other pages, is to share past photos/videos as stories ... just to help to remind them of your past accomplishments too.
  - iii. When they finish looking at this they will read the bio on top and read it and get more information and then the CTA.
  - iv. They will follow and keep watching content this will start to make the desire go up until they click on the appointment.
- c. Click on appointment
  - i. They get convinced by seeing the page and click on the bio and see the number to have an appointment.
  - ii. They will be received by my client(the barber) through the platform of whatsapp business because whatsapp is what most people use here.
  - iii. They will start to get an appointment and ask for prices.
  - iv. When they have the appointment they will wait for the day.
- d. Attend and get paid
  - i. They will go and get respected like a true customer with a comfortable atmosphere that is too loud and is family friendly. They will feel comfortable and overall good with where they are. What do you mean by "too loud"?
  - ii. When they get their hair done they will feel clean and overall good looking
  - iii. My client gets paid for the amazing work he did for that client.
- e. Maintain client
  - i. After a good experience they will feel honored and satisfied by the result. They will be reminded to always come when they want.

## REFINE WWP

### 1. Who am I talking to?

1. Men
2. 20 - 60 years old

### 2. Where are they at now?

1. Scrolling on social media
2. Level 4 - Product Aware
  1. Buy Now, Urgency, Scarcity, Risk Reversal, Social Proof, Crank pain/desire/need, etc.
3. Stage 5 - Market is tired of everything.
4. **Current state** - Tired, don't trust barbers, uncomfortable, scared, unconfident, and overall afraid of not having their dream haircut.
  1. Are frustrated or angry with their latest haircut:
    1. "They charged me \$35 to destroy my hair."
    2. "The barber I got doesn't know how to trim a beard with scissors. None of the others said they could either. I'm not coming back."
    3. "It's disrespectful to make an appointment for a certain time, have you wait outside in the sun, and then, after waiting for your turn, someone who just arrived is served first without explanation. I'm not coming back here."
    4. "Horrible. They opened the door with an attitude and said that with an hour left until closing, they weren't taking anyone else, and not just anyone could be served. Awful."
    5. "I can't comment on the haircut, but I waited outside for my turn and was never called. The owner just put up a 'Closed' sign in my face, and I left. You have to treat your customers with respect."
    6. "I'm never coming back here. Disappointed! I had my appointment booked for 5:00 PM. They didn't even acknowledge me. I waited 20 minutes, and no one even said hi. So disrespectful! I don't know how things are done there. You have a lot of potential to improve customer service and showcase your skills in beard trimming! Now I hope the barber actually cares about his customers and isn't like other places that have such negative reviews."
  2. They are just "fine" with their barber and feel comfortable but don't know what they are missing.
5. **Dream state** - Happy, confident, comfortable, good-looking, and overall feeling great. Also, finding a good barber who respects the client and gives the exact haircut the client wants. Overall, a trustworthy barber.
  1. "Excellent service, a place to bring your family for a good haircut."
  2. "Very friendly. I've never been to a barber shop that can multitask and finish my haircut in less than 40 minutes. Fantastic job."

3. "I've been coming here since 2010, and the service has always been superb—clean, polite, and professional. I've been cut by different barbers over the years, and they all excel in service. I highly recommend them. Plus, there's a car wash across the street, so you can wash your car while getting a haircut, and it's ready by the time you're done. A+."
4. "A barber shop where they cut your hair exactly as you want, are perfectionists, and provide a calm and family-friendly environment. I recommend them 100%." Are these some of the reviews from your guy?
3. **Current desire levels** - 3.0
4. **Current belief in idea/mechanism** - 2
5. **Current trust/liking of company** - 1 (I will increase this by showing the amazing results my client achieves and getting to know the barber better. The only thing is, how can I suggest to my barber that he make videos of himself talking? Wouldn't that feel weird for him? I don't think he would like that.)
6. **What do I want them to do?**
  1. Watch our reel/post
  2. Visit our Instagram page
  3. Look at past clients and the great results they got from their haircuts
  4. Click on the CTA in the bio
  5. Make an appointment
  6. Attend and get a service
  7. Maintain engagement with customers (e.g., have a dialogue with them in the comments section and always offer them the opportunity to reach out through DMs if they have more questions)
7. **What do they need to experience/think/feel to do that?**
  1. They are frustrated or angry with their latest haircut.
    1. **Connect with Past Experiences**
      1. Reflect on your past haircut experiences and how bad they were. (Grab their attention by making them relate to these past experiences and be curious about how we are different.)
    2. **Differentiate Our Service**
      1. Show or explain how we differ from those past experiences. (Keep their attention by presenting our approach as reasonable and confidence-inspiring, increasing their desire to learn more.) The only thing I see is that my client has a lot of respect for his clients, doesn't play loud music, and respects his customers' turns. How are you different from others?
    3. **Call to Action**
      1. End the video with our phone number. (Finish with a strong CTA so viewers see it clearly and think, "That's interesting and conveniently close. Let me check out their page.")
  2. They are just "fine" with their barber, feeling comfortable but unaware of what they are missing. Like a high-quality haircut and a good ambiance where the haircuts are just how they wanted.

- 1. Address the Audience's Current Situation**

1. Are you just "fine" with your barber, feeling comfortable but unaware of what you might be missing?

- 2. Highlight the Need for an Upgrade**

1. Show how upgrading to a new barber can make a difference. Use a video to display impressive results that capture their attention. (I want them to feel that at my barbershop, they experience a unique vibe and higher quality that their current barber doesn't provide.) How many such videos have you done?

- 3. Maintain Engagement**

1. Keep them engaged with the video, showcasing the exceptional experience. (I want them to think, "This really looks good" and stay interested.)

- 4. Call to Action**

1. End the video with a strong CTA directing them to our page. (As they see other clients and their results, they'll be convinced to click for an appointment.) Also, a good CTA is to encourage more engagement in the comment section—this is one of the things I am also working on.

*(This is aimed at passive buyers for now and focuses on organic growth until I gain my client's trust to grow his social media organically, as mentioned earlier.)*

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## **OVERALL PROCESS**

- 1. Watch our reel/post**

1. I want to capture their attention from the start.
2. They feel interested and curious to see the haircut results or are generally interested in the content.
3. They think, "That's a GREAT haircut." Like this is the greatest haircut, and it's what I always wanted to have.
4. They continue watching until the phone number appears to make an appointment.
5. They feel interested and click on the page to look for more information or content.

- 2. Watch our Instagram page**

1. I want them to do this so they can see other results from past clients. Do you have written reviews that you can also share?
2. I want them to start by looking at past content and highlighted stories so they can see that all clients end up satisfied, and their trust and belief increase. One trick I'm using, learned from other pages, is to share past photos/videos as stories to remind them of past accomplishments too.
3. When they finish looking at this, they will read the bio and the CTA to get more information.

4. They will follow and keep watching content, which will increase their desire until they click to make an appointment.
3. **Click on appointment**
  1. They are convinced by seeing the page and click on the bio to find the number to make an appointment.
  2. They will be contacted by my client (the barber) through WhatsApp Business because WhatsApp is what most people use here.
  3. They will start to book an appointment and ask for prices.
  4. Once they have the appointment, they will wait for the day.
4. **Attend and get paid**
  1. They will go and be treated like a true customer with a comfortable, not too loud, family-friendly atmosphere. They will feel comfortable and overall happy with where they are. (*What do you mean by "too loud"?*)
  2. When they get their hair done, they will feel clean and good-looking.
  3. My client gets paid for the excellent work done for that client.
5. **Maintain client**
  1. After a good experience, they will feel valued and satisfied with the result. They will be reminded to return whenever they want.