

Michael Fahmy Beauty Salon (2nd DRAFT)

Winner's Writing Process (*Business core issue: Getting attention*)

Business objective - Get more new clients from Meta ads

Funnel:

1. Lead Gen Meta Ads
2. 3 Questions Qualification Form
3. Consultation Call
4. Booking For 20% OFF Their Visit Over The Next Week (Client should track that)

1. Who am I talking to?

- Non-hijabi or (Christian) Egyptian females living in Nasr City, Zamalek, Zayed and New Cairo aged between 20-40
- Upper-middle to upper class Egypt
- Housewives/freelancers/normal job but living with a man with a high disposable income
- Avatar - Jana, 25 years old lady, lives in New Cairo.
 - Wakes up every day to the sound of her phone alarm, for another long day ahead of her.
 - She enjoys the smell of the coffee she makes first thing in the morning—it helps her power through her day.
 - She is a Junior Marketing Manager in a small company close to home that makes her think every day about what to wear.
 - Daily dilemma of “Should I go with a blazer or a shirt, jeans or dress pants?” All to keep up with the fashion trends that she and her friends see influencers share on Instagram.
 - Her relationship with her hair is complicated. Her hair is often frizzy, and she tries to manage it with different products, but it still doesn't turn out the way she wants. Every time she tries to smooth her hands into it, she feels that the strands are tangled and not as soft as the hair she sees in photos. She asks herself, “Why doesn't my hair look like the models'?”

Jana's roadblock

is that she feels there's not enough time or energy to take care of herself the way she wants. She's even tried a handful of salons before that didn't get her the satisfaction she knows she deserves.

2. Where is she now?

- **Funnel:** Jana is tired of trying to achieve these dream outcomes below and not getting even close and is now passively scrolling on social media because she is starting to lose hope in searching for a better salon than the mediocre-service one she currently goes to

Current State -



- The salon workers don't listen to what she wants and they try to sell her on expensive products she doesn't need
- The hot air and humidity makes her feel worried about her hair and make up.
- She doesn't have time to have breakfast because she spends so long trying to perfect her look before heading out.
- She has a headache all-day because she skips breakfast, and she constantly checks her phone camera to ensure her makeup is on point and her hair isn't ruined by humidity.
- Her hair is often frizzy and she tries to manage it with different products, but it still doesn't turn out the way she wants.
- Every time she tries to smooth her hands into her hair, she feels that the strands tangled and not as soft as the hair she sees in IG photos and asks herself, "Why doesn't my hair look like these girls?"
- Verbatim from reviews:
 - "Isn't worth the money and isn't worth all the research before I go!!!!!! They don't care about you. If you are not a celebrity then you can go anywhere else. Don't get scammed with their instagram!!!!" - *Angry Egyptian Female*

- “the salon I go to now is just trying to shove me into a small time frame and not really listening to me”

Dream State -



- All she wants is to wake up effortlessly looking like the beautiful models she sees on Instagram, to walk into any place and have everyone notice her and see her as lovely without having to go through this hassle every morning.
- **Secret desire #1:** She wants to be the girl that other girls admire everything she does and the one that men want.
- **Secret desire #2:** She wants to make her girlfriends to feel that same jealousy she feels towards models, towards her
- **STRONG:** Comfy setting and comfy waiting area with coffee, water, snacks and friendly gestures (**Not explicitly mentioned**)
- **STRONG:** They spoiled her and treated her as the princess she is
- Her hair was done by someone who is very attentive, polite and respectful at a sanitized clean place with different options than the rest of salons (**Not explicitly mentioned**)
- Be listened to, understood for her specific needs and cared for (Treated like she's not just another client).
- **STRONG:** Look in the mirror and love what she sees.

Will They Buy? -

- Pain/desire level - 4-5/10 (Numbed with lost-hope-doom-scrolling) → Needs to be at 8 or lower the cost for them to take action
- Belief in the mechanism - 4/10 needs to be at 7 (They know that salons are supposed to give better outcomes but they get poor attention and average quality results for their services)

- Belief in the salon - 0/10 needs to be at 6 with visible results on familiar faces (They have never even heard of it and thinks it's probably something horrible like the expensive low value ones they have been to before)
- Sophistication Level - 5 (Market is tired of everything)
- Awareness Level - 3 (Solution aware)

3. What do I want them to do?

- Stop scrolling when they see the ad
- Stay on the ad enough to read the offer
- Click to get a FV (E.g consultation before an event or a date, even though dating in Egypt is somewhat frowned upon)
- Schedule a visit when they get in touch with the technician
- Visit and pay

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

1. CURRENT WINNER CREATIVE:

- a. Stop the scroll with a creative that has a familiar face (looks like her) in the thumbnail that matches their dream state
- b. Watch a 10-second video of a female changing from her current state to her dream state, using the after as the thumbnail and see the female in the ad, happy and enjoying herself with how her hair looks

2. COPY:

- a. Implicitly get that the salon understands her needs that she doesn't say out loud a lot and wants to get her to her dream state as comfortably as possible, using the verbatim they would be susceptible to listen to:
 - i. **PROBLEM (Call out the desire in the headline)** → Mention her dream outcome or what she wants out of a beauty salon visit (preferably in a question form) to get her attention and get her continue reading the copy
 - ii. **AGITATE (To increase trust and make more sense in their brain why they should read)** → Position other salons as inferior results providers by poking holes in their experiences (very rough e.g "got a good look but not the ones you have imagined") based on the negative verbatim of the avatar
 - iii. **SOLVE (To increase her trust in the place and amplify her desire for such a dream state)** → Alongside with the happy female in the creative, we'll use verbatim that shows we understands what she wants and can help her get to that dream state just the way she pictured (*Feel that*

confidence when she gets home from that event/date/hangout and look at the stunning woman in the mirror + she knows she is making the right decision by found someone she could trust that could help her look and feel her best) without having to sell her kidney first

- iv. **CTA (Lower the cost of taking action and increase trust)** → Get a low threshold action with a simple offer that gets her a personalized/unique result that's specifically made for her - and not her friends

3. FORM

- a. Will get them to tell us what and when exactly they are looking forward to do and reconfirm their desire to purchase in their brain

4. FREE VALUE/QUOTE:

- a. See the technician reply or call to go back and forth with them about what they have submitted in the form within 5 minutes - 12 hours (to show we care and increase trust)
 - i. Let her know why such a chosen service would or would not suit her specifically (for more trust)
 - ii. Let her know how much it would cost (for more trust).
- b. Let her know that she can get this done for 20% off whatever thing we have consulted her to get with a simple "We can do it for you at 20% off, if you come by in the next 7 days."
- c. She should feel more special and be more eager to schedule the appointment

****COLD LEAD GEN FB AD (English)****

Headline

Do you wish there was a place that cares for you like you're a princess? 🧚👑

Body copy:

Imagine visiting a place where everyone is paying attention to every detail you say...

Every request is done, exactly the way you love it.

This is our goal: To effortlessly get you the look you've always wanted.

CTA:

Click below to see what we can do for you. Let's make you fall in love with the reflection you see in the mirror every morning. 🥰

WINNER CREATIVE: (📺 Video.Guru_20240811_190700167.mp4) → Ran for 7k impressions on a 900k audience, got 16 leads and a 0.33 CPL (NOTE: Shit lead quality because of the form but it still had the highest quality and it makes sense because it's the only decent video we had)

****LEAD GEN FB AD (Colloquial Arabic)****

نفسك في مكان يهتم بيكي أكنك princess؟ 🧚👑

تخلي انك تروحي مكان كل الناس اللي فيه بيركزوا في كل تفصيلة صغيرة بتقولوها...

كل طلب بيتعمل بالضبط بالطريقة اللي انت حباها.

ده هدفنا: إننا نوصلك بسهولة للسنايل اللي نفسك فيه.

دوسي تحت وشوفي ممكن نعمل لك إيه مخصوص. خلينا نحبك أكثر في القمر اللي بتشوفيه في المراية كل يوم. 🥰

Qualification form:

رسالة الترحيب:

أهلاً بيكي في مايكل بيوتي صالون! 😊👋

العنوان: XXXXXXXXXXXXXXXX

الأسئلة:

السؤال 1:

ممکن تقوليلنا الخدمة اللي حابة تعرفي عنها أو مهتمة بيه؟ 🙋👉

السؤال 2:

امتى هتحبي تعملي الخدمة دي؟ 😊

الإجابات:

- في أقرب وقت (أقل من 3 أيام)

- في خلال أسبوع

- لسه محددتش/أكثر من أسبوع ← استبعاد

السؤال 3:

رقم للتواصل معاكي؟

رسالة إكمال الأسئلة:

شكراً لوقتك، هنجب انك تتواصلتي معانا على الرقم ده 01XXXXXXXXX لو حبيتي تعرفي أكثر أو تحجزني بأسرع وقت. 😊

عرفينا لو في حاجة نقدر نساعدك بيه.

[Google maps link]

رسالة الاستبعاد:

شكراً جداً لاستفسارك! اعمليلنا فولو عشان يوصلك كل جديد وتعرفي عروضنا.

****Client's best boosted post copy:****

الأسعار بتغلى لكم انتي عندنا أغلى
أحنا أول صالون يركب شعر بالضمان ونزلنا عرض تركيب الشعر 5500 بدل 7000
الحجز بأسبقية الحضور

ADDRESS

ADDRESS AGAIN

PHONE NUMBERS

****Client's best boosted post copy (Translated From Arabic to English)****

"The prices are getting expensive, but you're more valuable to us.

We're the first salon to offer hair extensions with a guarantee.

We've dropped the extension installation price to 5500 instead of 7000.

Appointments are on a first-come, first-served basis.

Location: (ADDRESS)

(PHONE NUMBERS)"

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