Infrared Sauna Ad

Ad will be from one of two angles:

- “You want to feel relaxed, stress free and energised.. A sauna can do this, this and this. It's got this feature, this feature and this feature. Here's a buying guide to make sure you make the right decision
- “Your doing all this research trying to find the right sauna for you, you want to feel relaxed and stress free etc, it's a big purchase so you want to make sure you get it right, here's a buying guide to help

Winner’s Writing Process

Business Objective: Get people to download the free guide through facebook ads

1. Who am I talking to?

a. Interest in natural remedies and “wellness vibe” and biohacking
b. Have had/used many different saunas before and want to get another one or always wanted to get a sauna
c. Looking to buy an infrared sauna and are doing their research to decide which one is the best
d. Want to add a sauna to their weekly/daily routine
e. Want to get it so their whole family can use it
f. Want to use a sauna after training
g. Want to invest in their health and self care, give themselves some TLC
h. Umming and ahhing, undecided as to whether they will buy one

2. Where are they now?

a. Looking to buy an infrared sauna
b. Doing research to find the best one on the market
c. Looking at different brand websites
d. Looking at specific saunas in use on social media
e. Scrolling on social media
f. Busy with work and life
g. Want to start prioritising their health
h. Looking for a quick, efficient and effective way of improving their overall wellbeing
i. **Current State:** Stressed out, neglecting their wellbeing due to lack of time, run down, not taking any me time or time for self-care
j. **Dream State:** Improved health and overall wellbeing, better sleep, reduced stress, skin glowing and soft to the touch, relaxation, feel energised and healthy. “Feel better than I have in years” She would feel rejuvenated, confident, and in control of her well-being.

k. **Awareness Level:** Level 3 Solution Aware
l. **Sophistication Stage:** Stage 2 - beginning to tire of claims and enter stage 3
m. **Perceived Cost:** low effort, time and sacrifice. Monetary value is high. Think it is somewhat of a luxury and don't need something so expensive
n. **Current Level of Desire:** Moderate. Want to feel better and improve their wellbeing, but have never felt this good before so hard to imagine what it will be like
o. **Belief In Idea:** High. Know infrared saunas work, have seen/heard people rave about them
p. **Trust In Company:** Never heard of this business before, but it is a local business so strong trust in local business

3. What do I want them to do?

a. Stop Scrolling
b. Read my ad
c. Download the free guide
d. **Perceived Cost:** Guide is free, just need to take the time and read it so cost is low. Cost it about a 4
e. **Current Desire:** Want to get an infrared sauna. Doing their own research and looking to buy. Need to believe this guide will help them choose a sauna. Current desire for the guide is about a 3, needs to be a 4
f. **Belief In Idea:** Need to believe the guide will help them with their research and find an infrared sauna for them to buy. Current belief is a 3, needs to be a 5
g. **Trust In Company:** Never heard of this company before. Can see they sell ice baths and saunas and are a local business so trust is pretty high, they dont have to pay anything. Trust is about a 3, needs to be a 4
h. This guide will save them time and effort in their research
i. The guide will provide expert insights to help them make a smart, informed decision
j. They will gain confidence that the sauna they choose is the best option for their needs

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

a. Call out desires
b. Call out solution
c. Introduce Offer
d. Explain Offer and how it helps achieve desires
    i. Call out the audience - where they are now
    ii. Call out desires - where they want to go
    iii. Offer solution to where they want to go

e. Calls out audience by mentioning their current state - day to day

f. Calls out their dream state and puts the choice on them whether they take action to get there or not
    i. Makes them commit to an identity
g. Teases solution + dream outcome
h. Calls out solution and addresses fears and reasons why they've failed in the past
i. Presents lead magnet
    i. Establishes credibility
    ii. Mentions name of ebook and what's inside
    iii. CTA to download
    iv. Fascination bullets of sneak peak of what's inside
    v. Creates urgency and increases perceived value of lead magnet

j. Where they are now
k.
l. Where they want to go
m.
n. Present solution in form of lead magnet
o.
p. Introduce lead magnet
q.
r. Detail what lead magnet includes
s.
t. Create urgency

Draft

Let’s face it…

As someone who wants to invest in their health and buy an infrared sauna,

Choosing the right sauna can be a real challenge.

You could spend weeks - maybe even months - comparing models,

Reading reviews,

Looking for an affordable price, without compromising on quality,

Trying to find a decent warranty for peace of mind,

In the hope of finding an infrared sauna that ticks all the boxes.

And the last thing you want is to get it wrong.

It’s exhausting.

Wouldn’t you rather be at home, relaxing in your own personal retreat,

Letting the day’s stress melt away,

Stepping out of your sauna feeling more energised,

Refreshed and relaxed,

Enjoying all the benefits of infrared heat therapy?

If you’re still in the research phase, unsure which sauna is the best fit for you, we’ve got something to make your life easier.

After struggling to find a good sauna,

Internationally certified ice bath and sauna instructor Katie Hicks has taken years of experience in heat therapy,

And packed it into this exclusive guide, that was previously reserved for Katie’s clients:

“6 Crucial Factors to Consider Before Buying An Infrared Sauna”

Detailing everything you need to find an infrared sauna that meets your needs and ticks all the boxes.

Download it below.

Here’s a sneak peak of what you’ll discover inside:

- The 6 key features health conscious individuals need to look for when buying an infrared sauna (and why they matter to you).

- The powerful health benefits of infrared therapy, including a surprising one that most people don’t know about.

- Katie’s personal preference for the highest quality, aesthetically pleasing and most convenient infrared sauna after years of experience in the field.

Normally, this guide is only available to people Katie coaches,

But for a limited time, she’s giving it away for free.

If you've always wanted to experience the life-changing benefits of infrared saunas, but are still going back and forth as to whether you should buy one,

While comparing different saunas on the market,

Then this guide is a must read.

Click below to download.

P.S.
This guide is free for a limited time - Katie reserves the right to pull it whenever she decides, so grab your copy before it's gone.
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Headline: [Must Read] Guide For Individuals Shopping For An Infrared Sauna

Description: Internationally certified sauna instructor reveals crucial factors you need to know before buying an infrared sauna