

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: photoshoot of families, maternity and newborn

Business Objective: get more clients

Funnel: via fb/meta ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

Pregnant woman, experienced mother or first time mother.

2. Where are they now? Scrolling IG and looking at content about family and newborn photo sessions.

- Current state:
- pain/desire: they are very stressed and tired each day passing by.

The labor day is near and the fatigue is heavier day by day.

Every little issue or problem is x10 for their perspective, they want to catch a break and be at peace, even for a little bit.

Each day, they see on social media these BTS and final product for maternity and newborn and would love to try them too, but they haven't found a convincing photographer near their house yet and they are in a crisis since the labor day is near and they are yet to find a solution.

Even if they find a good photographer to book appointment to, they would still worry about having enough energy or time and to appear as beautiful as they want to be perceived from the final pictures.

- Dream state:

They finally found the perfect photographer that has plenty of social proof and reviews, increasing their trust on it. Also, they love it products and get even more trust by seeing storytime of past families that had similar problems to theirs.

Fast forward, the service was immaculate and everything went smooth, stress-free, finally enjoyed some time and with almost zero struggle within the whole photo session.

They loved the experience in the studio and love even more the final product; the mother appear as beautiful as she wanted to be and now she can both have a very precious memory about the maternity; all the sacrifices and struggle are well hidden behind that picture, with the lady appearing as beautiful and strong and energetic, making everyone else seeing the picture, clueless about the negative times that she had to go through.

3. What do I want them to do?

- Search for a photographer of families, maternity and newborn

- Look at the instagram profile of my client
- Look at her work and the experience that her past clients had
- Look at her social proof, all the satisfied costumers, their BTS experience and satisfaction once the final pictures got sent to them
- Decide to book an appointment

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?

They need to look at her past jobs, especially at the result. Adding some behind the scenes about the families laughing and having a good time and not feeling awkward or strange at all would be helpful for families who have doubts about choosing her or not.

They need to feel the same energy that other families felt when shooting those photos, experience it by seeing the products and imagining themselves in that situation.

They need to know that this session won't be stressful or a pain in the ass, but straight pleasure (not meant in that way) for the mother who could finally catch a break from those endless days of lack of sleep, feeling of fatigue, low energy.

It's an important memory that they want to frame in a picture way and they need to be fully sure to take that step. This is why I want them to be as reassured as possible and to take an appointment to talk about the whole situation in person with my client, in order to remove even the smallest insecurity about taking this service.

DRAFT

prenotazioni
esclusive ai clienti
VIP!

Mini Sessioni natalizie

disponibili ora!

Le prenotazioni anticipate sono riservate **esclusivamente** ai nostri clienti premium! Se fai parte di questo gruppo, riceverai presto un messaggio su WhatsApp con il link per prenotare il tuo servizio preferito. 🌲

Se sei un **nuovo cliente**, ovvero non hai ancora provato i nostri servizi, potrai accedere al link **4 giorni dopo** la pubblicazione di questo messaggio. 🧑🏻

Continua a seguirci per aggiornamenti e non perdere l'occasione di prenotare! ✨



This is a form of content that i will post in her profile's story when the landing page is ready and its purpose is to inform both existing and new clients.

It basically says that the bookings for existing clients are open and, for new people that never booked an appointment from her, will have the chance to book after 4 days starting from the day this will be posted.



This one is a paid ad content that we were willing to post when the 4 days of “existing client’s privilege” are over.

As explained in the “christmas mini session”, this should also contain something such as a freebie or a discount that makes people buy.

It might still be a good ad without discount or whatsoever, but giving a little discount to new clients should lead to a bigger chance of lots of people to book from her.

Keep this in mind: we are late compared from other photographers for this service and it’s both our fault, mine and the photographer.

My fault is to not be efficient enough to give her a speedy service even when the odds are already against us and her fault is to always make things like this in the last moment/late.

Body text:

🎄 Christmas photo session bookings are now open! 🎄
Capture the magic of this special moment with photos that will forever preserve your most beautiful memories. Photography turns every laugh and embrace into a timeless keepsake.

✨ ✨ €10 off for new clients! ✨ ✨

👉 Learn more and book now! [click the link attached to the paid ad to go on the landing page or click the link in bio]

Body text for a possible second paid ad:

🎄 Christmas photo session bookings are almost full! 🎄

Capture the magic of this special time before it's too late—our last spots are filling up fast! Preserve your most beautiful memories with timeless photos.

✨ €10 off for new clients! ✨ (should i change the offer with something else? People who already booked/existing clients might judge my client for this repetitive offer that never ends, making us kind of liars)

👉 Learn more and book now before they're gone! [Link in bio]

Rough outline work

1. The christmas booking sessions are now open for everyone
2. The available days are on the weekends, my client told me that, last year, lots of people booked on the weekend instead of working days
3. They click the link and get directed to the landing page, where they can get more info about the service
4. Book now before [certain date] to obtain a 10€ discount (only for new clients)

I mentioned this earlier, but vip clients (clients that already had a photoshoot w the photographer) has the perks of getting the best days and time+ 20€ discount.