

**What is the objective I want to achieve?**

The general objective is to make them a big player in the city and take all clients from other salons.

**What part needs to be fixed so they can get the outcome?**

The website funnel

**1. Who are we talking to?****General view:**

We are talking to Women

The age range is 15-80

They work as a layer

They get paid around 1k-1.5k

They live in Rethymno, Greece

**Avatar:**

Eleni is 34, with two children and a husband.

**Back in the life:**

-She was having always messy hair, had low self-esteem, and was thinking about what other people would say.

-She tried to find a hairdresser in Rethymno but she couldn't trust anyone because she had bad experiences damaging her hair.

-At the end, she was feeling hopeless because she thought that no one could help her anymore.

**Day in the life:**

-She wakes up and the first thing she does is check how her hair looks but her hair looks unhealthy and messy.

-Then she does the other stuff and after that, she goes to her job but she feels low self-worth because her hair is messy and unhealthy-looking. She thinks that other people will pay attention to her hair and if that happens, she will feel ashamed.

-After she goes home, she does all the stuff as a mother, and when she is about to relax, she tries to find a hairdresser in Rethymno to help her so she can enhance her appearance, but she can't trust anyone, but in the end, she feels frustrated and hopeless because she can't find a hairdresser.

-Then she puts her head on the pillow for the same day to come.

#### **What makes them tick about hairdressers:**

1. πέρα από υπέροχη στη δουλειά της είναι φοβερος άνθρωπος
2. ότι σου δείξουν το κάνεις με απόλυτη επιτυχία
3. ασχολήθηκαν αρκετά μαζί μου
4. ευγενικές ευδιάθετες και γεμάτες καλοσύνη
5. Ήταν πολύ γρήγορες και στην ώρα
6. νοιάζονται για την σωστή εξυπηρέτηση του πελάτη

#### **2. Where are they now?**

- a. They are in level 3 marketing awareness (**solution aware**)
  - i. We need to show that we are the best choice
- b. The desire is high
- c. The belief in idea is in the middle
- d. The trust in the brand is low

#### **Roadblock:**

- The main roadblock is that they don't trust our brand

#### **Solution:**

- We are going to build brand trust with the recommendations prof. Andrew said in a video
- We are going to lower the risk (**find a way**)

#### **e. Current state**

##### **i. Hair problems:**

1. Their hair is looking messy and not in good shape.
2. Damaged hair
3. Thick hair
4. Unheathy looking hair
5. Dry hair
6. frizzy hair

##### **ii. How they feel:**

1. They are worried about going outside because they feel embarrassed and ashamed of their bad-looking hair not comfortable.

2. They don't have confidence and this makes them feel that they are ugly themselves.
3. They hate their hair
4. They feel hopeless
5. They think that they are born unlucky because of their hair conditions
6. Is causing problems with their relationship
7. They compare themselves with women who have better hair
8. I hated it because it was not good for my face shape
9. They are upset that they don't look like they want to
  1. They don't look pretty
10. Everything seems so wrong because they think that they are not attractive because of they hair
11. I have been struggling with getting my hair to where I want it to be too
12. feel really self-conscience

## **Dream State**

### **Hair Goals:**

1. They want healthy, strong, and great hair with no problems.
2. Hair in good shape
3. fresh and shiny hair
4. It has great thickness and is glossy!
5. soft and silky

### **Desires:**

- i. They want to hear good compliments from others about their good hair.
- ii. They want to feel beautiful and younger and amazing about their hair.
- iii. They want to feel fresh and new.
- iv. I am loving my hair and not feeling embarrassed about it anymore
- v. i even started to get compliments for my hair
- vi. I want to improve my hair so bad
- vii. I can see and feel the difference
- viii. They want to be confident
- ix. They want to feel better for themselves and happy
- x. They want to get control over their life being the boss for their own

## **3. Where do I want them to go?**

1. I them to believe that we are the best choice
2. Book an appointment

## **4. What do they need to think/feel/experience to do those things?**

### **1. Top player analysis**

1. The first thing they have in the website is their header  
In the left side they have their logo

In the middle they have the CTA button, and the message icon

In the right side there is the menu

2. Then you can see the image of two women smiling (**keeps the good mood**)

In front there is the H1 that says their business name in city (**keyword**)

Then below they say 2 services they provide

3. Then below the second section

They have text that says that they are going to give an unparalleled experience (**builds brand trust by something unique they have**)

Then the H2 says about their services

Then they show their services with 3 sections

The first that shows up in the home page is the one with the image of showing the service

Then below he writes with a H2 the name of the service

Then the description says what they have achieved with this service (**triggers with desire on what they achieved**)

4. Below they show some images of the place and some tools they have

- a. Then below they tell you to achieve the hair of your dreams (**desire trigger**)

- i. Then they say in a H2 what unique they are known for (**for example their expert hairdressers and some different treatments**)

Then the paragraph says in the beginning where they are located (**keyword**)

then talks about their experienced hair stylists who are here to prove you that (**something unique they have, builds brand trust**)

Then tells that you will relax and drink (what they provide) while they will get the hair of their dreams (**builds brand trust with something unique they do, and also triggers desire and here he makes the reader think how this looks like via sensory language**)

- b. Then he is showing an image of a woman watching their treatment

- i. Then below the H2 says about (**something unique they provide**) for example a complimentary consultation

- ii. Then the paragraph tells that they offer online and in salon consultations to provide information about their options and to determine which are the best options for their type of hair (**builds brand trust because they care about the reader and it makes them believe that they have the best solution for their type of hair**)

Then tells to achieve the best results with no obligations to purchase (**he is doing price anchor**)

- c. Below he has a CTA button

- d. The other section is showing some images with other treatments they provide

- i. Then below tells that they are more than just a salon (**addresses something unique they have**)

- ii. Then the H2 tells what else they provide.

Then the paragraph tells that their salon is known for their best atmosphere, exceptional nail services and unparalleled expertise, offering a range of treatments from classic manicure to intricate nail art (**he positions**

**different the hair salon telling about the place and what unique services they provide this builds brand trust)**

Then tells with customer care is their number one priority and you can get the highest quality of the treatments **(again something unique they have and shows that they care about the reader)**

iii. Then has a button that goes to the treatments

e. In the other section

i. He is showing the map **(good because it makes it easier for people to find them)**

ii. Then below tell "you can find us"

iii. The H2 tells how close they are to the centre **(which makes people want to get there and also because more people live more close to the centre this great for making it easier for them to go so it lowers the effort they have to make)**

iv. Then the paragraph tells a few minutes from some places in the centre somewhere there is their salon **(makes it easier for readers to find now because they know where they are completely)**

v. Then they have a button that goes to their GMB.

5. Below they have the H2 telling that they have been featured globally **(boosts brand trust)**

a. Then has a button that links to more of these features

6. Below then with H2 tells to join their community and below that has their instagram linked

a. Then below they have testimonial videos showing their work **(boosts brand trust)**

b. Then a button to go to their instagram

**Here is the copy**

Transform your dry hair into something shiny and beautiful in our hair salon in Rethymnoo.

(CTA Button)

Explore our services at our hair salon in Rethymno

How will our hairdressers relieve you of the disappointment you feel about your hair?

Imagine feeling the softness and shine of your newly revitalized hair.

Thanks to our expert hairdressers at our hair salon in Rethymno, with years of expertise and the use of top-quality products and tools carefully matched to your hair type.

See how Maria transformed damaged hair into glossy, better-looking hair with our hairdressers in Rethymno

Maria was having a bad experience with other hair salons and that caused her to have damaged and unhealthy-looking hair and to feel hopeless and upset that she was not looking the way she wanted.

When she came to our hair salon in Rethymno, our hairdressers with the keratin treatments not only fixed her appearance but her hair looked alive and fresh.

She felt more beautiful and the embarrassment of her hair was gone. She even looked at her hair and didn't believe with her own eyes the big difference that happened.

Are you struggling with dry and frizzy hair?

We understand how frustrating it can be when you look in the mirror and see your hair dry and frizzy, making you think your appearance does not meet your personal beauty standards.

Our hairdressers in Rethymno are dedicated to relieving you of this situation so you can finally feel great about your hair again.

Why will you experience comfort at our hair salon in Rethymno?

From the moment you arrive, you'll be welcomed by our hairdressers in Rethymno, who help people with similar hair goals.

Then, around you, you are going to see that our beautifully designed hair salon offers a luxurious atmosphere that will make you think that you are in a 4-star hotel.

Relax in our comfortable environment, where every detail, from plush seating to our personalized consultation, is designed to prove that we care about you and your hair goals.

By the end of your visit, you'll not only see a significant improvement in your hair, but you'll also walk out with a renewed sense of confidence and feel like a new person.

Imagine stepping out of our hair salon in Rethymno with newfound confidence and respect from the people around you.

Do you want to be that confident woman and hear good comments about yourself?

You can be that woman in just 2 clicks by booking an appointment below.

(CTA button)