

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: salon

Business Objective: bring more attention and
book appt.

Funnel: facebook ads

WINNER'S WRITING PROCESS

1. Who am I talking to? people who want colored hair/ touch up
2. Where are they now? Running through facebook
3. What do I want them to do? Stop, pay attention, and book appt.
4. What do they need to? Color in hair and nails.
5. see/feel/experience in order to take the action I want them to, based on where they are starting? Implement trust and desire. Testimony from customer, price cut, dark contrasting color with bright example picture of solution/product.

DRAFT