

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Sound Bowl Therapist, Relaxation Therapy

Business Objective: Increase bookings for sound bowl therapy

Funnel: Google search results

WINNER'S WRITING PROCESS

1. Who am I talking to?

Primarily women, whose issues include:

- Stress
- Daily busyness
- Tension

Their needs, dreams, and desires include:

- Relaxation
- Slower pace
- Worry-free moments
- Escape from everyday life (even for a moment)

2. Where are they now?

In the first phase of the sales funnel: Searching for solutions to their issues via search engines.

Current levels of pain/desire, belief in the product, and trust in the company:

- **Pain/Desire** - 6/10: Since they are already searching for help, their need level is likely quite high, possibly even urgent.
- **Belief** - 2/10 - 4/10: This largely depends on the search term. If they're searching specifically for "sound bowl therapy," they likely already believe in its relaxing effects. If they're looking for "relaxation therapy," they may not yet know that sound bowl therapy can help them relax.
- **Trust** - 1/10: Based on research, sound bowl therapy seems to be a highly personal experience. If a potential client is using the search terms mentioned above, it's likely they haven't yet tried sound bowl therapy or have no prior knowledge of the business offering it, which would influence their trust level.

Current state

- Stressed
- Overloaded
- Tired
- Overstimulated
- Low in mood

Desired state Clients' testimonials from other sources indicate that the desired emotional states are:

- Peace of mind
- Relaxed
- Stress-free
- Calm
- Unhurried
- Sense of security
- Vitality

3. What do I want them to do?

Click on the link to the sound bowl relaxation page in the search results.

Read the sound bowl relaxation page and, due to its persuasive content, book an appointment for sound bowl relaxation.



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?

- **Click on the link to the sound bowl relaxation page in search results**
 - The search result needs to appear as high as possible in the listings.
 - The headline of the search result should convey:
 - If the search term is “relaxation therapy”:
 - “Sound bowl relaxation is an effective relaxation therapy.”
 - This search term user may not yet be aware that sound bowl therapy offers relaxation benefits. A special introductory offer, e.g., the first session for X €, would lower the barrier to trying the treatment.
 - If the search term is “sound bowl relaxation”:
 - The headline should make it clear that sound bowl relaxation is available and invite them to book an appointment, etc.
 - This search term user likely knows that sound bowl therapy is relaxing but may not have tried it or committed to a regular provider. An introductory offer for the first session at X € would lower the barrier for trying to see if the treatment offered here is suitable.
- **Read the sound bowl relaxation page and book an appointment due to the persuasive content**
 - First session only X €
 - This lowers the threshold to try the therapy, even if the potential client is unsure if it's the right solution for their issues.
 - Reduces the client's financial risk.
 - If satisfied with the therapy, it's likely they will become a returning client.
 - The page describes the issues potential clients face and briefly explains how sound bowl therapy can help.
 - Emphasize the problematic current state, explaining how the therapy can provide relief.

- Show positive client testimonials, detailing the client's issue and how the therapy helped.
- Build trust in the therapy and the business.
- Highlight how the therapies can assist.

DRAFT

This homework was focusing mainly to the Google search results, there's only a first draft of how the search result would look like.



Company name

<https://www.companyname.fi> > aanimaljarentoutus

Relieve Stress with Sound Bowl Therapy - Introductory Price €35

Sound bowl therapy is a deep relaxation method that treats every cell in the body and calms the nervous system. A one-hour session is equivalent to up to three hours of deep sleep.

