


1. **What business objective am I trying to accomplish with this project? Why is it important?**
 - a. Get men to book an appointment on the website
2. **What part of their online presence/funnel is needed to achieve this business objective?**
 - a. Website
3. **Who am I talking to?**
 - a. Men 30+, living in Verona and in near smaller cities, who want to get a haircut the way they want it and not get a bad haircut that's not done well and doesn't match with their wants and needs. They want someone who can satisfy and listen to their needs and that they're sure can give them their desired haircut. They want a professional, an expert, who can give them a high quality service and who is also nice and kind. Their old barbers didn't satisfy them enough and left them with a bad experience.
4. **Where are they now?**
 - a. On the website
 - b. Determining if it's worth booking an appointment or not
 - c. Coming from search or from IG
 - d. **Awareness level 3 – solution aware**
 - e. **Sophistication stage 5**
 - i. Premium experience
 - ii. Selling an identity
 - f. **Current state:**
 - i. They're very demanding with their haircut
 - ii. They're currently unsatisfied with their barber and the haircut he gives to them
 - iii. Some of them don't know which cut they want to do
 - iv. He doesn't give them a well done high-quality cut that's how they want and need and messes them up.
 - v. They wouldn't trust him to give them a new type of haircut.
 - vi. They don't know which barber to go to
 - vii. They don't know which barber to trust.
 - viii. They tried going to a barber and asking him for a specific cut but he didn't deliver how they wanted.
 - ix. They tried various different barbers.
 - x. For most of them, it doesn't matter if the price is a bit higher than the usual prices if they know that they're going to get a great high-quality haircut and service
 - xi. The quality of the cut and of the service is the most important factor
 1. It must be top tier
 - xii. Other important factors (not as important as the quality but still important and relevant – they make a difference and are decisive if the quality is on point):
 1. Personality of the barber and his professionalism and competency

- a. Friendly
- b. Nice
- c. Kind
- d. Polite
- e. Fair
- f. Punctual
- g. seriousness
- h. Precision
- i. Love for his job
- 2. Looks and how clean is the salon
 - a. atmosphere created (example: by music)
- 3. Price
 - a. It must be fair for the value they get from the service
 - b. Good quality-price ratio
- 4. Placement of the salon — how near it's to the reader's house

g. Dream state:

- i. They want someone they know they can trust with their haircut and who is capable of listening to their specific wants and needs (so who actually listens to their specific request and fulfills it) so he can give them a haircut exactly how they want it and that's tailor-made for them. He needs to be able to reproduce their ideal cut exactly how they're imagining it in their brain.
- ii. They look for a quality barber they can trust and who pays attention to the client and his wants and needs.
- iii. They want someone who can nurture their style and adapt it to their needs.
- iv. In order to be secure in the barber he needs to do a perfect haircut
- v. They would exit the barber feeling super happy, satisfied and at the top, looking younger than they currently are.
- vi. They want someone who can give them a haircut that makes them feel confident in themselves and their appearance, and that permits them to attract and make a good impression on others.
- vii. They want someone who's professional, nice, and polite.
- viii. The ability of the barber to be emphatic and have a nice conversation with them during the cut is important.
- ix. The cut would feel like a relaxing and calm experience
- x. To become their barber of trust:
 - 1. Always pays attention to the client's necessities
 - 2. Consistently give a perfect haircut every time they come
 - 3. rapid and impeccable execution
 - 4. Attention to client and sympathy
 - 5. Reliability and professionalism
 - 6. "Already from my arrival at the salon, it is clear the good education of the boys. A smile at the reception, the opportunity to take a coffee or a little water before starting the cut or beard . The salon looks very clean, and modern. guys make you feel

comfortable, The perfect cut as already agreed, fade made to the top, Beard and massage super Top 

7. Clean and comfortable salon, environment that exudes authenticity, professionalism, and efficiency
 8. authenticity, professionalism, and efficiency (traits of the barber)
 9. Listen to the client's requests
 10. Detailed explanation on the process of the cut
 11. "Young, experienced and precise. Punctual service and cutting absolutely in line with what required, definitely my new barber of trust"
 12. "For more than a year now my trusted barber, Rei and all the staff have never disappointed my expectations on beard and hair, professional and friendly environment"
 13. Know their hair and preferred style well and never give them issues with his work
 14. "Since my first haircut with him almost a year ago now, he has given me consistently great haircuts. He listens to what I want for the cut and executes to perfection. He is always ready when I get there for my booked appointment and doesn't feel rushed"
 15. establish a relationship of trust and acquaintance with them
 16. "excellent guy in his work, precise and attentive to detail; at the same time he is very cordial, with him you can exchange a word or a joke, and create over time a relationship of healthy confidence"
- h. What are they currently doing to solve their problems?
- i. They tried various barbers
- i. **Desire level: 4**
- i. One type of reader is actively searching on Google a barber to get a haircut so they're already convinced and want to go to a barber to get a haircut
 - ii. Another type of reader is coming from IG after having seen a post of my client. His desire is suppressed (4)
- j. **Certainty level: 3**
- i. They're already convinced that going to a barber to get a haircut is what they need to satisfy their need/desire.
 - ii. However they're not certain that my client will be able to give them their desired haircut (reader coming from search) (3)
 - iii. The other type of reader may be a bit more certain as he has seen at least one post of my client (4.5)
- k. **Trust level: 0**
- i. They won't initially trust my client as it will be the first time they encounter him or maybe they already heard people talking about him but they still won't trust him (reader coming from search) (0)
 - ii. The other type of reader may trust my client a bit as he has seen at least one post of my client (1)

5. Where do I want them to go?

- a. Get their attention and make them continue reading the homepage
- b. Read the homepage and book an appointment → eventually look at the gallery, services and about page if they're still not convinced to book an appointment
- c. **Cost: 7.5**
 - i. Price -> A haircut costs 20€
 - ii. Effort -> Booking an appointment, going to the barber's location, getting back from the barber's location.
 - iii. Time -> Time to go and get back from the barber, and time to get the haircut done.
 - iv. Sacrifice -> potentially risk getting a bad haircut and so wasting their time and money, looking bad, and not feeling confident.
- d. **Certainty threshold: 8.5**
 - i. They are pretty hard to convince to believe that the barber will give them their desired haircut.
- e. **Trust threshold: 9.5**
 - i. They've been burned before by other barbers so they have a low trust in new barbers they encounter. They're diffident.
- f. **Roadblock**
 - i. They go to the wrong barber that isn't able to give them their desired haircut for reasons like:
 - 1. He doesn't listen to their requests
 - 2. He doesn't have the necessary ability
 - 3. He isn't competent
 - 4. He's lazy
- g. **Solution:**
 - i. Going to a professional barber who has the necessary skill and who listens to their requests to give them their desired haircut
- h. **Product:**
 - i. Barbering services (haircuts, beard trims, shaves, ...)
 - ii. They take advantage of the barber's skill and expertise to deliver to the reader his desired cut without the reader needing to put time, effort, and risk into getting a probably bad haircut by himself

6. What are the steps I need to take them through to get them from where they are to where I want them to go?

Homepage

a. Create an outline

Top players' breakdown

a) Get their attention and make them continue reading

- i. Attention-grabbing high-quality image or video
 1. Barber doing a cut (video or image) (focused look to shows effort, professionalism, and competency)
 2. Image of the salon
 3. Barber doing a cut but from more distant perspective that also showcases the salon
- ii. Headline
 1. Cohiba Barber Shop
 2. personal → your barber → also good for SEO as the word “barber” is present
 3. Name of the city for SEO + adds an element of familiarity which increases trust + we’re here in the city where you live so you won’t have to put much effort to get here (reduces effort and time which reduces cost)
 4. Name of the barbershop → “Barber Shop” inside the name for SEO
 5. Connects with reader’s desire of finding a barber he can trust even if the reader doesn’t trust the barber yet
 6. Text color contrast between “Your barber in Verona” and “Cohiba Barber Shop” to catch attention through pattern interrupt
 7. CTA text color makes it stand out so the idea of taking action starts to infiltrate inside the reader’s mind
 8. Content: opportunity (an opportunity to go to a barber which is something I need), resource (this barber is the “resource” I need in order to get a haircut) and tribe (he’s present inside the territory where I live – in the tribe’s territory)
Style: Pattern interrupt(color contrast of text, and color contrast of text and background video), movement (transition that makes the headline appear and disappear), bold color of the barbershop’s name and CTA (gold the name and lightish blue the CTA), extreme size of the headline, and pattern recognition (name of the city, and “barber shop”)
 9. John Barber
 10. “Barber” for SEO
 11. Name of the city for SEO + adds familiarity which increases trust + we’re here in the city where you live so you won’t have to put much effort to get here (reduces effort and time which reduces cost)
 12. Basically: we are the thing you need in the city where you live
 13. CTA text color makes it stand out so the idea of taking action starts to infiltrate inside the reader’s mind
 14. Content: opportunity (an opportunity to go to a barber which is something I need), resource (this barber is the “resource” I need in order to get a haircut) and tribe (he’s present inside the territory where I live – in the tribe’s territory)

15. Style: Pattern interrupt (color contrast between text and background image), movement (transition that makes headline appear), extreme size of the headline, and pattern recognition (name of the city, and “barber”)
16. Made Man Barbershop
17. We have multiple locations → reduces the cost by reducing the effort and time to go to the barber as the reader is more probable to have one of the locations near where he lives
 - a. indicates that barbershop is successful so it means that lots of men trusted it and got a cut from him so this increases certainty (logic, social proof (a different type than the usual)) and trust (social proof (a different type than the usual))
18. Name of the city for SEO + familiarity which increases trust + we’re here in the city where you live so you won’t have to put much effort to get here (reduces effort and time which reduces cost)
19. Multiple Manhattan Locations. One Perfect Cut
 - a. Level 3 awareness play just the inverse → showed why his solution is the best and called out the known solution
 - b. “One perfect cut” → desire (dream state), and it’s personal to the reader as “One” refers to his haircut → also “perfect” indicates that the service is high-quality which is something the reader desires
 - c. Gives reader what he wants so it also increases the trust a bit as it improves the personal experience
20. CTA rectangle color makes it stand out so the idea of taking action starts to infiltrate inside the reader’s mind
21. Content:
 - a. Opportunity (an opportunity to go to a barber which is something I need)
 - b. Resource (this barber is the “resource” I need in order to get a haircut. Here it’s amplified as there are multiple locations which means multiple resources)
 - c. Mating (a perfect cut will make me look better so I’m going to be more probable to get together with a woman)
 - d. Tribe (he’s present inside the territory where I live – in the tribe’s territory)
22. Style:
 - a. Pattern interrupt (color contrast between text and CTA rectangle color and background image)
 - b. Movement (transition that makes the image and text appear)
 - c. Bold (bold color of the CTA’s rectangle)
 - d. Extreme size of the headline
 - e. Pattern recognition (Name of the city)

23. Moe's Barbershop

24. Status and high-quality service → refined style

25. Beyond Grooming, It's a Style Evolution

- a. We're not like the other usual barbershops, we're more, we're better, we're new (evolution=new and better)
- b. Sets apart from competitors
- c. Reader thinks this barbershop is different from the old bad ones he tried so he's more probable to think that it is more likely to deliver the results he wants so it increases certainty (logic) and trust (personal experience is better as he's perceived as a new barbershop different from the old ones the reader tried and with which he had bad personal experiences)
- d. Status → "Style Evolution" → I'm going to have a haircut that's new, different, and better than the other people's haircuts

26. CTA rectangle color makes it stand out so the idea of taking action starts to infiltrate inside the reader's mind

27. Content:

- a. Opportunity (perceived as an opportunity to get a cut from a new different barbershop)
- b. Resource (this barber is the "resource" I need in order to get a haircut)
- c. Mating (a refined cut with an evolved style will make me look better and be perceived by others as a man with more status so I'm going to be more probable to get together with a woman)
- d. Tribe (a refined cut with an evolved style will make me look better and be perceived by others as a man with more status so I will have more status inside my tribe)

28. Style:

- a. Pattern interrupt (color contrast)
- b. Movement (transitions)
- c. Bold (light blue)
- d. Extreme size of the headline (bigger than rest of the text)

iii. Sub-headline

1. John Barber

2. The salon in + name of the city

- a. name of the city for SEO + familiarity which increases trust + we're here in the city where you live so you won't have to put much effort to get here (reduces effort and time which reduces cost)

3. We are different from the traditional barbers, we're new

- a. Sets apart from competitors
- b. Reader thinks this barbershop is different from the old bad ones he tried so he's more probable to think that it is more likely to deliver the results he wants so it

- increases certainty (logic) and trust (personal experience is better as he's perceived as a new barbershop different from the old ones the reader tried and with which he had bad personal experiences)
 - c. Curiosity by leaving unanswered questions (how is he changing the tradition?)
- 4. "barber" for SEO
- 5. Content:
 - a. Opportunity
 - b. Resource
 - c. Tribe (he's present inside the territory where I live – in the tribe's territory)
- 6. Style:
 - a. Pattern interrupt (color contrast)
 - b. Unexplainable (reader doesn't know yet about how the salon changes the tradition)
 - c. Pattern recognition (name of the city, and barber)
- 7. Made Man Barbershop
- 8. Reduces cost by reducing perceived price → affordable
- 9. Unmatched → we're different, and our results are like no one else, so we're the best → increased certainty and trust
- 10. Craftsmanship → we're experts in this job → increases certainty and trust
- 11. name of the city for SEO + familiarity which increases trust + we're here in the city where you live so you won't have to put much effort to get here (reduces effort and time which reduces cost)
- 12. Finest → adds more luxury and exclusivity to the barbershop → reader connects a status increase to going to this barbershop
- 13. "Barbershop" for SEO
- 14. Basically adds reasons that make the barbershop stand out from competitors, and be perceived as the best option
 - a. Affordable
 - b. Unmatched craftsmanship
 - c. Finest barbershop
- 15. Content:
 - a. Opportunity (opportunity to go to a barber which is what I need, and opportunity to get affordable price)
 - b. Resources
 - c. Tribe (he's present inside the territory where I live – in the tribe's territory) (more status inside the tribe after going to this barbershop)
- 16. Style:
 - a. Pattern interrupt (color contrast)
 - b. Movement (transition)
 - c. Pattern recognition (name of the city and barbershop)
- 17. Moe's Barbershop

18. It's not simply grooming, it's an art → makes it be perceived as more than what it actually is → makes it stand out more, and makes it feel more refined
19. Status and high-quality service → celebrates refined style
20. celebrates refined style and personal expression → celebrates personal expression makes the reader understand that here he can get the tailored-to-his-needs haircut that he wants → increases desire, certainty and trust (he gives the reader what he wants so the personal experience is improved)
21. Skilled barbers
 - a. barbers for SEO
 - b. skilled → increases likelihood of success so it increases certainty + a skilled barber is more trustable so it increases trust
22. Dedicated to delivering cuts → trait that reader respects in barbers (dedication for their job) + increases likelihood of success as someone who's dedicated to what he does is more probable to deliver good results (increases certainty) + increases trust as dedication is a primal leadership indicator
23. The results we deliver aren't like the ordinary ones you get at other barbershops → stands out from competitors + increases status (reader thinks that he'll set himself apart from the crowd by getting a beyond the ordinary haircut) → Reader thinks this barbershop is different from the old bad ones he tried so he's more probable to think that it is more likely to deliver the results he wants so it increases certainty (logic) and trust (personal experience is better as he's perceived as a new barbershop different from the old ones the reader tried and with which he had bad personal experiences)
24. Tailored experience → increases desire, certainty and trust (he gives the reader what he wants so the personal experience is improved)
25. Status + you're going to always be better than everybody else
26. Selling the identity of the confident high-status man that stands out amongst the crowd as he's better and a level above
27. Content:
 - a. Opportunity
 - b. Resource
 - c. Mating (I'll have more status and will be better than other men so women will be attracted by me)
 - d. Tribe (I'll have more status inside my tribe)
28. Style:
 - a. Pattern interrupt (color contrast)
 - b. pattern recognition (barbers)
29. SEO: name of the city, barber, and barbershop

- iv. CTA → book now/book an appointment

b) Read the homepage and book an appointment

- v. Small About section

1. Cohiba Barber Shop
2. qualities the reader respects in barbers (increases trust)
3. Uses keywords for **SEO** -> Barber shop (part of the name of the salon); salone; saloni; tagli; taglio barba e capelli uomo a Verona; services -> barba; rasatura; regolazione barba; taglio uomo
4. Talks about barber's qualification
 - a. Multiple years long formation (increases certainty and trust) by top brand in the men's grooming industry (borrowed authority and trust that adds trust and authority to the barber) (plus, if the reader is familiar with the brand it adds even more trust)
5. Identity play
 - a. It's not a normal salon but a place where gentlemen who love taking care of their appearance and who have great taste reunite
6. Showcases:
 - a. Number of salons (2)
 - i. makes reader think that the salon is more successful since there are more locations open -> makes reader think that lots of people must have went to it so it increases likelihood of success (adds up to certainty) and trust
 - ii. Makes reader more willing to go this barber since it's more probable he has a salon which is located near him (less effort to get to the barber)
 - b. Number of services (13)
 - i. Increases likelihood of there being a service tailored to the reader's exact specific needs and wants (one of his desires) -> makes it more likely in his mind that he'll get the haircut he wants (increases certainty)
 - c. Number of cuts realized (3K+)
 - i. Social proof -> increases certainty and trust
7. Urban 21 Barbershop
8. Personal → born to value MEN → certainty + full capital puts more focus on who's it for so it increases even more the certainty
9. Cutting hair=experience=perceived as something more and better
10. "Barber shop" "hair" "beard" for SEO

11. Unique, quick, for every body experience → Sets apart from competitors, reduces cost by reducing time, certainty (it works for everybody=it works also for me)

12. Little Italy barbarshop

13. Sets apart from competitors and makes the salon feel more exclusive by putting emphasis on unique feature

14. Story of the origins → Certainty, and desire (results desired and experience) → positions as an authority (our elders made history by doing this job)

15. Elders ideals of high-quality service still applied today → up-to-date with the reader's wants

16. Emphasis on unique feature

17. We're professionals → certainty (logic) and trust (personal experience)

18. Trait reader respects in barbers

19. Up-to-date

20. Removes the effort from the reader and connects with the type of service he wants (increases desire) → sit down, relax and enjoy our services

21. Made Man Barbershop

22. Connects with reader's current state → fast-paced life

23. Self-care is crucial → matches with reader's belief

24. Tailored service → increases desire and certainty (logic, closely fits reader's situation)

25. Over 10 years → increases certainty (logic, proof it works, and fits reader's situation of search for a professional barber) and trust (proof it works, primal leadership indicator as it places the salon as an authority)

26. Gives reader the experience and derived outcome of getting a great haircut, that he wants → relaxation and satisfaction

27. Certainty and trust boosters → 10+ years of experience, 50+ professional barbers, 50+ unique styles (also increases desire as it connects with the desire of a cut that's tailored to the reader), and 1M+ clients served

28. Ravens Barbershop

29. "IF YOU DON'T LOOK GOOD, WE DON'T LOOK GOOD!" → puts himself on the line to increase certainty (logic)

30. Desire ad status → hairstyle confidence

31. In order to be the best dressed during events or day-to-day life you also need a haircut from us → only having good clothes on isn't going to work, you also need a haircut

32. Haircut from us=vehicle to status increase amongst other peers

33. Come to us to get the thing you desire (tailored haircut)

- 34. Certainty and trust by saying that they're the best + stands out from competitors
- 35. Frames it as an easy no-effort way to get desired great haircut → convenient location easy to get to
- 36. Looking and feeling great → desire

37. Moe's Barbershop

- 38. Here is where you can get the high-quality service you desire → excellence and exceptional grooming services
- 39. Seasoned professionals → certainty and trust
- 40. Passion for the art of grooming → trait reader respects + "art" makes it appear bigger and better than it is
- 41. Skill → increases certainty
- 42. Attention to detail → desire (reader wants barber with this trait), and certainty (logic, fits closely to the reader's current situation)
- 43. Not a simple barber but an artist who's has his own unique features → sets apart from competitors, makes it be perceived as bigger and better, and makes it feel more unique
- 44. Expertise → certainty
- 45. caters to a diverse range of client preferences → it works for me and my own unique necessities too (increases certainty)
- 46. Skillful craftsmanship → certainty
- 47. Personalized care → point 37 + it's made for my unique necessities (increases certainty)
- 48. "every haircut is a testament to our commitment to your individual style and satisfaction" → we care about you (certainty by logic and trust by personal experience and primal leadership indicator), and we give you what you desire (haircut tailored to you)
- 49. [SEO](#):barber shop, american crew(brand for men's grooming), salone, taglio dei capelli e barba, barbers, haircuts and beard trims, barbering, hairstyle, haircut, cut, grooming

vi. CTA → about us/who we are

vii. Services

- 1. Cohiba Barber Shop
- 2. Says that the services are made for the individual's need which addresses one of the reader's desires which is getting his haircut needs fulfilled -> increases the desire a bit and the certainty (how close the service fits the reader's personal situation)
- 3. Use of famous men's hair care brand increases perceived quality of the service and final results and also adds some borrowed authority and trust

- a. **da sempre si presenta come pietra miliare nella storia della cura degli uomini** -> trust, certainty and authority since it's been around for a long time and it's a staple in men's hair care -> use of product made specifically for men makes it feel more personal and more tailored to the reader's needs which increases certainty -> if the reader already knows about the product brand it adds familiarity which increases trust
4. Showcases the different services
 - a. Thorough description of the service makes it feel like a more complete, professional service that's worth the money + it removes the layer of unknown on what the process of the cut looks like, increasing this way the trust and certainty
 - b. Use of specific product -> products are tailored to the reader's specific needs (more certainty)
 - c. exclusive products -> adds exclusivity which makes the service feel more valuable
 - d. "Soaping ritual" more professional, high level/quality service that stands out and also perceived as more unique
 - e. Combined services for a reduced price to decrease the perceived cost (price and also time and sacrifice) as reader gets two different services in the same time it takes to get one
5. John Barber
6. Shows extensive offer of services → from classic to modern (so it's up to date), from traditional to trending → there must be the one that's perfect for me and my needs/wants → increased certainty (logic, and it fits closer with the reader's current situation)
7. Professional barbers → increases certainty and trust
8. ready to offer the best services → increased likelihood of success of getting the desired haircut
9. Made Man Barbershop
10. Shows extensive offer of services → From long layered cuts, to shorter edgier cuts → there must be the one that's perfect for me and my needs/wants → increased certainty (logic, and it fits closer with the reader's current situation)
11. We bring diverse expertise → there has to be a barber who's an expert in my specific type of haircut needs → increased certainty (logic, fits closely with reader's situation)
12. Lists services:
 - a. Haircut

- i. Signature service → the best service we have → more likely to deliver great results with this → increases likelihood of success and desire
 - ii. Tailored haircut that perfectly aligns with your image and style → gives reader what he wants → desire, certainty (logic, closely fits reader's current situation)
- b. Shave
 - i. Good feeling of the final results → desire
- c. Beard trim
 - i. Dream state and desired type of trim (precise)
- d. Haircut and beard trim (combo)
 - i. Expert haircuts → increases certainty (logic) and trust
 - ii. Tailored to your style → point a,ii

13. CG Barbershop

- a. Hair
 - i. Shows extensive offer of services → there must be the one that's perfect for me and my needs/wants → increased certainty (logic, and it fits closer with the reader's current situation)
 - ii. the service is tailored to you → point 12,a,ii
- b. Beard
 - i. Marches with reader's beliefs → beard is important and it needs proper care
 - ii. we have an extensive offer of services → there must be the one that's perfect for me and my needs/wants → increased certainty (logic, and it fits closer with the reader's current situation)
 - iii. Desire through dream state → give beard the "glorious stamp" and elevate a gentleman's unique style
 - iv. Identity that increases status → gentleman's
 - v. elevate a gentleman's unique style → the service is tailored to you → point 12,a,ii
- c. Facials
 - i. A gentleman's face → identity → increases status
 - ii. A gentleman's face must reflect his attention to detail → we understand you and how you are
 - iii. Our facial services aren't like the competitors' simple services but more
 - iv. Carefully selected → increases likelihood of them giving good results + more probable to fit my personal situation as the probability of them being tailored to my specific situation is bigger → so increases certainty (logic, closely fits reader's current situation)

- v. Desire (dream state) + slight status increase (healthier and fresher face)

14. Moe's Barbershop

15. Grooming excellence → we're offer a top high-quality service

→ connects with reader's desire so desire level increases

16. Precision haircuts → connects with reader's desire so desire level increases, and increases certainty (logic)

17. Expert beard grooming → it's from an expert so results are more likely to be good and how I want (increases certainty through logic) + an expert is more trustable (increase trust)

18. Professional nail services → same as point 17

19. Desire → rejuvenating facials

20. Desire and status → Elevate your style and confidence

21. Expert offerings → same as point 17

22. Hair services

a. Precision haircuts → connects with reader's desire so desire level increases, and increases certainty (logic)

b. On-trend looks → desire and status (offers the opportunity to have looks that lots of other people have as they're trending → I'm going to be cool just like them)

c. Reflect your individuality → but these trending looks are tailored to your specific needs and wants → gives reader what he wants → desire, certainty (logic, closely fits reader's current situation)

23. Beard services

a. Expert beard grooming → point 17

b. Desire and status → polished and confident look

24. Facial services

a. Experience rejuvenation → desire + it's not a simple service but an experience → frames it in a way that makes it appear as something bigger and better

b. tailored facial treatments for a radiant and refreshed complexion → same as point 17 + desire

25. **SEO:** Taglio barba e capelli uomo a Verona, American Crew, barba, capelli, rasatura, rasatura della barba pelo e contropelo, regolazione barba, modellatura barba, rasoio, rasatura testa a lama, rasatura pelo e contropelo, rasatura testa a macchinetta, rasatura totale della testa, taglio uomo, taglio di capelli, finish styling, taglio ragazzi, taglio bambini, taglio, styling, taglio di barba, barbershop, barbieri, servizi capelli, servizi babrba

viii. CTA → book now/services/services and prices/learn more/read more

ix. Latest works/gallery/our latest cuts

1. Cohiba Barber Shop

2. Images of well-done haircuts, beard cuts, and both → increases certainty and trust → also increases the desire as

the reader thinks that he finally found the place where he can get the high-quality cut he wants

3. Made Man Barbershop
4. Gives reader what he wants (a competent barber who can give him his desire cut) + increases certainty → Each image showcases our expertise in cuts and beard trims
5. CTA → book an appointment
6. Two images of well-done cuts + clickable dots on the images where hair and beard are located to open a small rectangle with name of the service, price and CTA so that if the reader sees the cuts and likes them it much easier for him to take action as he can do it at the moment, wasting less time → increases certainty and trust, and reduces cost by reducing effort to book an appointment

7. **SEO:** Tagli, and tagli di barba

x. Reviews

1. Cohiba Barber Shop
2. Our clients
3. The staff ensures the client is 100% satisfied → like a guarantee but without any real guarantee (like money back, ...) → decreases certainty's threshold
4. Reviews → review + name of reviewer → increases certainty and trust
5. CTA → book now
6. John Barber
7. They say about us
8. Your opinions are fundamental → we value you → increases certainty, (logic=if they value their clients' opinions then their service is improved based on them so it's more probable to be a high-quality service, social proof=implies that they already have clients) and trust (better personal experience, and primal leadership indicator=a leader cares about his people)
9. The opinion on our work is what helps us the most to improve the experience in our salons → we constantly get better thanks to reviews from clients and we value their opinion on us → the service is more probable to be great and tailored to my needs if it constantly improves thanks to reviews from clients who have the same desires as me + point 7 → increased likelihood of success → increases certainty (logic, social proof =implies that they already have many clients as they improve every day thanks to reviews which must be many to improve every day, closely fits reader's situation), and trust (social proof)
10. Reviews → name + stars + review → increases certainty and trust
11. Moe's Barbershop

12. Our happy customers → aka they liked the results they got → increases certainty and trust
13. Status → crafting confidence
14. Shaping stories → our service is so good that we change men's lives → increases certainty
15. We aren't like the other competitors, we're better → transcend the ordinary and redefine grooming experiences → more probable to give me the results I want, as they're different from the old barbers I went to and that gave me bad results → increased certainty (logic) and trust (more probable to trust this barbershop as he frames as new so different from the old bad barbers the reader tried and that he doesn't trust anymore → gives reader new hope)
16. With razor-sharp precision and an unwavering commitment to style → vivid language + certainty and trust (by being precise he sets apart from bad non-precise barbers the reader tried so he's more trustable → gives reader what he wants precision so personal experience is better and also increases his desire)
17. we had thousands of clients → increases certainty and trust
18. We helped our clients increase their confidence and set apart from the ordinary → status and identity (being the person that stands out from others, like a main character) → gives reader the opportunity to set himself apart from other people as a better person in terms of grooming
19. Reviews → image of person + name + location + stars + review → increases certainty and trust
20. 425+ Google reviews, 5/5 review score, 125+ happy customers in Fresha → increases certainty and trust
21. [SEO](#): keywords inside of reviews, and razor.

xi. Small CTA section at the end of the homepage

1. [Made Man Barbershop](#)
2. Desire regarding haircut
3. Don't wait any longer to get your desire
 - a. Tries to "push" urgency on the reader to make him take action faster
4. Take action to get desired barbering experience
5. [Little Italy Barbershop](#)
6. we put together old proven tactics of 30s barbers with all the modern comforts (reduces effort + up-to-date) → increases certainty
7. We use high-quality products for the care of beard and hair → results are more probable to be good (increased likelihood of success and certainty (logic) and also gives a more luxurious idea of the salon
8. Traits the reader respects in barbers → love for the job and passion

- 9. We offer a top tier service → desire and certainty
- 10. reduces effort → you just have to comfortably sit down, decide your look, and enjoy a moment of relax

Copy

It's translated from Italian so if something sounds strange this might be the reason

Your tailored haircut is 5 minutes away by car from the Arena of Verona

The barbershop in Verona where you can try a cured and professional cutting experience and get a refined and unique style to your needs.

Get out of the salon confident and a cut above all.

[BOOK AN APPOINTMENT]

Il Barbiere di Verona

(Image)

Here you're more than just a customer. This is why I ensure that with every single cut I make the person gets a service of the highest quality, professionalism and suitable for his unique needs thanks to my dedication and 8 years of experience.

IF YOU ARE NOT SATISFIED, I'M NOT SATISFIED!

Every haircut for me is an opportunity in which to put at play my experience as a razor-equipped artist and show my love for this work.

The careful attention to detail, precision and excellence are the pillars on which I rely to perform a perfect cut that allows you every time to leave my barber salon satisfied, relaxed and happy.

IT'S EASY TO GET THE EXACT LOOK YOU HAD IN MIND.

Located in a convenient location, my barbershop is easy to reach to get the look that will make you walk the streets of Verona with confidence and making people's heads turn.

[WHO I AM]

Services

Make sure you get your well-groomed and to perfection cut thanks to top notch barber services that encompass all my professionalism and preparation.

From traditional haircuts to trendy haircuts, from shavings to beard adjustments, I am ready to offer you the service that best reflects your needs and characteristics.

(image 1) (image 2) (image 3) (image 4)
[text 1] [text 2] [text 3] [text 4]

[Text 1]

HAIR

Whatever cut you want to do, I will listen carefully to your requests to understand your needs and give you the perfect haircut that reflects your requests and makes you get compliments from all the people you know.

[Text 2]

BEARD

The beard cut is not like going to the butcher, you should not come out full of cuts and irritations...

It's a regenerating break where to relax and let the hands of an expert give you your desired look.

Get smooth, irritation-free skin with a shave or a beard that is precisely shaped to the shape of your face with a regulation.

[Text 3]

Combo

You want to cut both beard and hair? I am ready to use my mastery to realize your impeccable and personalized hair and beard cut so that you can get a style uniquely yours and that makes you feel confident wherever you go.

[Text 4]

Facial treatments

To have maximum confidence levels you need to pay attention to the face as much as to the hair.

Facial treatments are services designed to make you always make a good impression on others thanks to [benefits I have to ask my client for].

[FIND THE SERVICE RIGHT FOR YOU]

Gallery

They thought it was hard to find a talented barber who could satisfy their preferences to get the exact cut they wanted...
they changed their minds.

(Slideshow of haircut images)

Happy and satisfied clients

Incredible haircuts and beards, experience of the highest professionalism and courtesy

Every opinion I receive is a gold mine thanks to which I can guarantee increasingly high quality barber services and able to give you the unique and impeccable look that makes you separate from the crowd.

(Slideshow with reviews)

120+ Google reviews

5/5 stars on Google

(contacts section)

Tired of stepping out of the barber disappointed and dissatisfied after burning your money for another terrible experience and a haircut which was nothing like what you asked?

Finally give yourself an unprecedented cutting experience able to give you your desired style thanks to hands dedicated and passionate to this work for 8 years and that have carried out the exact hair required to more than 500 men.

[BOOK NOW]