

Tab 1

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Barber

Business Objective: Increase people booking appointment

Funnel: Search funnel

WINNER'S WRITING PROCESS

1. Who am I talking to?

- People who need/want a haircut

2. Where are they now?

- Decided that they want a haircut:
 - Desire: 7/10 - they believe that they want/need a haircut, therefore the desire will be relatively high
 - Belief: 9-10/10 - they have nearly 100% belief in that getting a haircut will work, therefore, it will be pretty much maxed out
 - Trust: 3/10 - the trust that they have in the company, assuming they are a new customer, will be relatively low as they have not heard of them before
- Considering this barber as an option

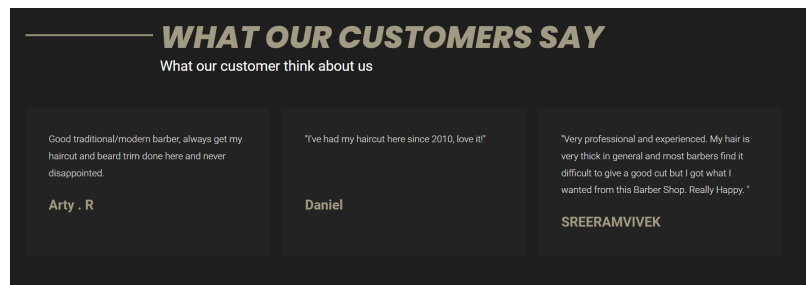
3. What do I want them to do?

- Choose this barber to get a haircut from
- Book appointment/get a haircut:
 - By call
 - By email
 - By walk-in

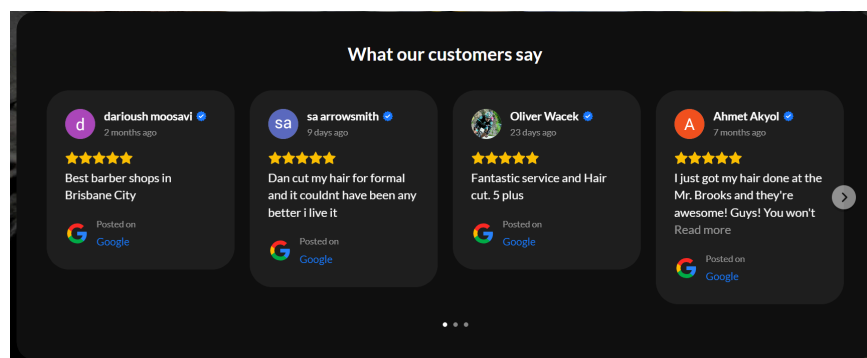
Do this by increasing the trust and, depending on the price, increasing the desire or value-for-money. Trust will need to reach a high level as people usually value their looks and will be placing them in the barber's hands - 8/10. If the price is low, the threshold for desire will be around a 5/10, but as the price increases, as will the threshold, up until it reaches a 9-10/10.

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?

- Need to max out trust in the company:
 - More testimonials - only includes 3, having more testimonials will increase trust in the business:
 - Current testimonials: only 3, don't include date, don't show google profiles of the people - this will increase trust as they can see the pictures of the people and make a human connection:



- A larger barber from brisbane uses much more testimonials (100 individual testimonials), as well as including their google profile so customers can make that connection:



- The price of haircuts from this particular barber are also somewhat high, so the desire may have to be increased as well. This can be done by showing past customer's results, making them think that they could look that good if they are to pay just that little bit extra. This will also increase the trust, as there is proof of the good haircuts that people are receiving - could include a picture of the haircut with the testimonials.

DRAFT

Use the google profiles with pictures of the past customers like the larger barbershop has done, include the pictures of the haircuts in the testimonial:



Replace the old testimonials with these updated ones, have as many pages as possible, all with google profiles and pictures of haircuts - either taken by the customer, or by the employees.