

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: manicure business

Business Objective: get more customers via DM

Funnel: see reel/post or get notification of new follower/new like on post > check profile > check highlights > DM for appointment

WINNER'S WRITING PROCESS

1. Who am I talking to?

- Women aged 18-60 based in the UK, Redditch who wait for a special event and want to show their status

2. Where are they now?

- Scrolling on IG

Current state:

- Low self-esteem
- Crave to relax
- Not perceived as high status in the tribe

- Can't get others' attention

Dream state:

- Confident because the design turned out great
- Happy with the new manicure
- Improved perceived status
- Get noticed by others

Market awareness: level 4 product aware

- show the risk of using someone else product
- Social proof

Market sophistication: stage 5 Identity play

- Get a luxury experience
- Only using quality products
- Caring about little details
- Valuing your time

Current levels

Desire:

- Relaxing experience
- Low price compared to the salons in the area
- Very caring about the little details
- The technician will not hurry so it will take some time to get the desired result

Believe the idea will work:

- Use quality products for improved outcome
- 2-week guarantee, after they need to be maintained
- Demonstration of results on the IG

Trust in the company: very low

- Show official certification
- Social proof

3. What do I want them to do?




- Click on the notification to see who is following
- Check profile
- See "new follower highlight"
- DM for appointment

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?

- Get notification of new like / follower
I will use the tagged location to find people in the area
- Check profile
Bio will suggest the care and professionalism for the customers (a relaxing and enjoyable experience)
The posts on IG will be proof of work
The highlights with "Policies", "How to Book", "Prices" and "Client reviews" will give a taste of what to expect from the service.
- See "New follower highlight"
It will have a caching image different from the other highlights and it will make them curious.
 - Highlight will contain benefits
20% off to reduce the perceived cost of the service
2-weeks guarantee without additional maintenance
Will get care about customer opinion
Nails will stay in place when doing day-to-day activities
- DM for appointment
The response will be fast, to remove any kind of second thought
They will be encouraged by the "How to Book" highlight to send a photo of the desired design
We will set a date and time for an appointment

DRAFT

Bio:

-  Experience the confidence of flawless nails.
-  Book today for a personalized, luxurious manicure that lasts.
-  UK, Redditch.

New Follower Offer:

Want to make a lasting impression at your next event? We've got you covered with 20% off your first booking so you can feel confident and beautiful.

Attract the attention you want and feel cherished with every detail.

Choose confidence and experience the standards of flawless nails.

DM us today and let's create a manicure that not only lasts but makes you feel like the star of every moment.

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