

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Barbershop

Business Objective: Get more attention/I guess they needed more attention because in my scenario I think that they have less audience attraction throughout other social media platforms currently they only have a search engine funnel and I want them to have a funnel through ads like fb/ig/meta ads or something like this idk if I made myself clear over here or not if you think I am wrong you can reply back

I want their website checkout to be redesigned also and I want their google profile pictures changed I want them to upload more testimonials that will build more trust.

Funnel:

Dream funnels:

a. IG ads/Fb ads/meta ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

Our target audience is men as we deal with men's haircut only, they could be in the office right now or in school, or college.

2. Where are they now?

- a. Scrolling on FB/IG
- b. Current levels:
 1. Want a haircut 4/10 They have a bit of rough hair/beard rn but don't need it urgently
 2. Belief in the idea of a barber 10/10
 3. Trust in Elite 4/10
- c. Current state:
 1. Hairs/beard are in mediocre condition. (like: small rough sides are growing that could be ignored for time)
 2. They have just started itching from their hair.
 3. Long hair looking for an attractive look.
 4. Tired of ugly looks because of a bad haircut.
 5. Are currently in a rough state.
- d. Dream state:
 1. Want a professional cut
 2. Affordable
 3. Friendly and respectful
 4. Listen to the customer carefully

3. What do I want them to do?

- a. Stop scrolling / Grab their attention
- b. Read the ad
- c. After they see our ad they book an 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?

- a. Stop scrolling and read the add
 1. Low prices
 2. First-time walk-in discount

3. Attractive banner to grab more attention
 4. Demonstration of their dream state
 5. top listened very carefully to his wishes
- b. Click the link to book a session
1. Get \$ 8 discount on your first premium cut
lowering the cost directly for more customer engagement
 2. Afraid of not getting your hair like you wanted
show them their current state and offer to get their dream one
 3. Book your appointment for the time that suits you got late just walk
in
 4. Offer dream state, low cost, get dream state in lower time

DRAFT

Get yourself a fresh cut with a professional Barber.

Ready for a new look? We can't wait to elevate your style! Book your appointment now to claim your **First Premium Cut Discount** for **\$8**

\$8

First Premium Cut
Discount



Body text

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