

# OPTICIANS LEAFLET

## 100 Push Ups

<https://rumble.com/v54vomi-push-ups-30-june.html>

### Winners Writing Process: 4 Questions

BUSINESS OBJECTIVE: Get people to buy our designer glasses in store.

WHAT PART OF FUNNEL NEEDED TO ACHIEVE THIS: Leaflets/Flyers.

#### WHO AM I TALKING TO:

Men and Women

Age: 18-60

Live in the surrounding area of opticians (3 mile radius)

Have existing desire for more status that can be achieved through them buying designer glasses and the way they will make them look

Have a property the leaflet will be posted to for them to read

Make around £25-45K

#### WHERE ARE THEY NOW:

Physically in their house collecting their mail and looking through the different letters they have been posted

Market Awareness Level 3 Solution Aware(Call out the known solution then offer product as best form of solution)

Market Sophistication Level 4(Position your version of the mechanism as unique, bigger and better)

Thought process:

They want to increase status in their tribe so they are on the look-out (passively) for things that'll help them do this. They evaluate between options by thinking about others and if it'll give them social praise and approval when they take it. They are kind of lazy though, if the opportunity

doesn't strike their desire/pain, they won't go out of their way to buy these glasses. They respect brands like Armani and Chanel because they are brands that increase their status. But usually when they think of brands like this, buying is out of the option because they already know how insanely expensive it is.

The funnel:

Haven't seen our business before or might have walked / driven passed it before but not product aware, only solution aware. Never bought from us before.

The (full) funnel:

It's a very simple funnel. The area we are advertising to receives the leaflet, and either comes straight into our business and purchases or calls the phone number or goes to the website and then calls the number, and then comes into the store to buy.

Desire Levels: 2/10 ➡ 8/10

Belief Levels: 4/10 ➡ 6/10

Trust Levels: 0/10 ➡ 8/10

Current State: May already have glasses they wear, maybe not. They don't feel as confident about themselves, their looks and how people see them as they want. Want to elevate their status among their social groups either friends, family or public. Their current glasses may not add to their looks and could just be non-designer glasses that don't increase how noticeable they are and make them look "ugly" so they don't want to wear glasses.

Dream State: They feel more confident about how they look and they are complimented about their glasses. The glasses add to their status and looks and make them feel more important and good about themselves that they are able to spend money to upgrade their looks which boosts self-esteem. Makes them feel unique and gives them a form of identity and they can express themselves

#### WHERE DO I WANT THEM TO GO?

Pay attention to the leaflet

Read through the whole leaflet

Come into the store bring in the leaflet and purchase designer glasses

#### Perceived costs

##### **Effort:**

May think going to the store will take effort as it is far (show how close it is to their house)

May think choosing which designer glasses to buy will take a lot of effort (staff will help choose glasses appropriate for you and have a wide range available)

##### **Price:**

May still think the designer glasses will be very expensive(show how much we are selling them for compared to normal price)

**Time:**

May think choosing the right glasses will take lots of time

**WHAT ARE THE STEPS I NEED TO TAKE THEM THROUGH TO GET THEM FROM WHERE THEY ARE TO WHERE I WANT THEM TO GO?**

**-Catch the person's attention among the other leaflets Im competing with**

Make the offer the first thing and most noticeable words the person sees on the leaflet

Use plain colours like white to stand out as other flyers will be full with colour

Colour contrast with white and green

Large size of the glasses and writing

**-Increase desire levels for designer glasses and status**

Simply state our huge offer (up to 75% off any designer glasses)

Add urgency by giving an exact date the leaflet can only be valid till

Link the designer glasses to their human desire for status

Give images/help them picture their dream state

Compare the price we are selling the glasses for to what they are normally sold for.

**-Increase trust levels in the business**

Show how many 5 star reviews we have

143 ★★★★★ 5 star reviews on google

Put specific locations(the reader may know the location)

Served Greater Manchester/north-west community since 1990

Make sure designs look professional and clean - if it's ugly, trust will plummet.

**-Increase belief levels that the mechanism is going to work**

Social proof by showing pictures of or without people with the glasses on

*"Look, they look good in them and it seems cool so I'll get them"*

*"It looks so good in that picture, it must look good/help me"*

**-Decrease perceived effort**

Tell them the exact location of it.

The wide variety decreases the effort of choosing glasses and fear of not finding good ones for them.

The staff are very kind and helpful in the process of choosing glasses

**-Decrease perceived time**

Show the exact location of it.

The staff will help you choose glasses for you very quickly(always something for them)

### **-Decrease perceived price**

Price anchoring compare prices ours to anybody else's

### **-Decreasing friction/confusion and increasing clarity in CTA**

Give them the phone number and email for more info or any questions

Give them the location of optician

Give them business working hours so they know when to contact

Give website details

State "all opticians prescriptions welcome"

State "conditions apply"

### **Make them bring in the leaflet**

State they will access the 75% off if they bring the leaflet in.

### **Objection that the big discount is fake**

Show that it is a special, manufacturers' discount.

## **Roadblocks**

They want to have designer things but they don't have the money to buy them because they are so expensive and out of their budget. Or they just don't want to spend and waste their precious money on £400 designer things although they kind of desperately want them. Price is stopping them (mainly).

## **Solution / Mechanism**

Our solution is a wide variety / range of designer glasses at a massive discount (75% off), the cheapest in the city so people in a financial situation where they cannot afford the full price can buy from our opticians.

## **Product strengths (in value equation)**

The product's strengths are that it massively decreases effort & sacrifice through a great price discount. We also increase perceived likelihood of success a bit as well because we have a 1

year warranty (if there is a manufacturer's errors) to ensure all glasses are to a high standard that are bought and kept.

## Product weaknesses (in value equation)

The product's weaknesses are that it increases time delay because we do not have a system where you can order and get the glasses delivered online. This also increases effort and sacrifice because you have to put in effort to go in-store and get the designer glasses.

**My biggest worry is when i got this reviewed before the reviewer said other people reading this will not believe the steep discount and may cause them to lose trust so i put “ available due to limited time supplier price reduction” to give them a valid reason for the reduction so they are getting it in a unique way so the product us still high value but for cheaper but i don't know if what i did will cause confusion and is effective.**

**I'm also still not sure if the design portrays to the experience to the reader of status and importance even though i have edited the design many times**

## The Funnel

In the funnel they will receive the leaflet inside their house as it will be posted to them and they will consume its content and from there they will come into the store to purchase the designer glasses.

Leaflet posted to them----->Whilst they are looking through their mail they see leaflet and read it----->They then come into the store and purchase designer glasses

The (full) funnel:

It's a very simple funnel. The area we are advertising to receives the leaflet, and either comes straight into our business and purchases or calls the phone number / goes to the website and then calls the number, and then comes into the store to buy.

## Copy Weaknesses (and efforts to fix them)

1. The massive discount may seem fake to the audience and / or the product will be bad quality (client is just selling the glasses for a very small profit margin from what they buy them, which isn't ideal). I attempted to fix the issue of them having low trust in the fact we have a huge discount by including “\*Available due to limited time supplier price reduction” so it makes it believable that the glasses are still real and the buyer knows we

had a unique way of getting them for cheap which destroys any objections about it and increases belief. This was suggested by someone who reviewed my copy in the normal copy review channel.

2. Our colour scheme was looking unprofessional and wasn't conveying the emotions we wanted it to. So we changed our colours and realised that we could just copy the top player's colours.
3. There were too many words on there and it negatively affected readability and the simplicity aspect of the leaflet, so we changed some stuff and deleted some of the writing.

Because there is minimal writing, I don't think we have enough trust with the audience. Do we have enough trust, should we add more writing?

This leaflet has **NOT** been tested yet.

Outline framework/top player copy



**COPY**  
**Front:**

**Exclusive Offer**

Enhance your look with a fresh pair!

## Up to **75% off** ANY pair of designer glasses\*

\*Available due to limited time supplier price reduction

Present this voucher in-store to redeem offer.  
Only valid until 31 August

**44 Milkstone Road**  
**OL11 1EB**

**Opening times:**

Mon-Sat: 9.30 am-5.30 pm Sunday: closed

Tel: 01706 710500

Web: <https://eyecareopticalrochdale.co.uk>

140+ ★★★★★ Reviews



**eye care optical**

Serving Greater Manchester  
since 1990

**Exclusive Offer**

Enhance your look with a fresh pair!

## Up to **75% off** any pair of designer glasses\*

\*Available due to limited time supplier price reduction

Present this voucher in-store to redeem offer  
Only valid till 31 July

**(within – minutes from you)**

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**Back:**

