

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Chinese Massage

Business Objective: Get more customers

Funnel: Social media ads (FB/IG)

WINNER'S WRITING PROCESS

1. Who am I talking to?

To those who want to feel relaxed after a long day/week from work and those who have any pain in their body which need a Chinese massage.

2. Where are they now?

- a. Sitting at home while scrolling through social media whether it's Facebook or Instagram.

b. Current Level

- *Current feeling of pain/desire:* 3/10 - They feel the discomfort that they are facing, might not be able to move elsewhere as well.
- *Current belief the idea will work:* 6/10 - They kind of believe the idea would work if it is done right.
- *Trust in the You Master Chinese Massage:* 3/10 - You Master Chinese Massage is still unknown to most of the people since it has only 3 franchises in Australia.

c. Current State

- Discomfort
- Soreness all over the body
- Can barely move around
- Stressed out, needs some massage to relieve stress

d. Dream State

- Good experience and service, relieved my back
- He was able to loosen up my shoulders and calves.
- Affordable

3. What do I want them to do?

- Scroll through social media and stop scrolling when they see the ads
- Click on the ads with the intention of having a session at the place
- Purchase the package or book a session

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?

- Scroll through social media and stop scrolling after seeing the ads
 - Affordable price
 - The traditional massage and the color blends with the ads

- Some icon which shows the tradition of their massage place
 - The demonstration of the dream state
- b. Click on the ads with the intention to book a session or a pack
- Warm up this winter with our exclusive winter special at Elegant Thai Massage in Melbourne CBD. Enjoy a 75-minute massage for just \$99. Treat yourself to a relaxing and rejuvenating experience. Book now and embrace the warmth of relaxation.
 - + Mention about the affordable price which is 75 minutes for JUST 99\$.
 - + It is in Melbourne CBD which is in the middle of Melbourne city which is an ideal place for people around that area
 - In the ads, they show many types of messages from head to toe which demonstrates the dream state that people in pain want.
 - Mention about the winter season, so a warm massage might be a good decision.

DRAFT

New customer/patient special with a package of \$41. Get this offer and experience the high value of You Master Chinese Massage.



Body Text:

I know you're tired from a long week of work. But we will help you feel relaxed.

"My father had a 30 mins foot massage and he enjoyed it a lot. Thank you!" - Fawad J.M

"Highly recommend this place! Best Value for the money and service is exceptional." - Shakila S.

On your schedule, feel free to walk in anytime, we are here to serve.

Claim your \$41 offer -> GET OFFER

Rough outline work:

1. Enjoy the \$41 offer package for new patient/customer
 - Mention about the affordable price which is \$41 special for new patients.
 - It is in Geelong City which is an ideal place for people around that area.
 - On your schedule, feel free to walk in anytime, we are here to serve.
2. In the ads, they show many types of massages from head to toe which demonstrates the dream state that people in pain want.
3. Mention about the winter season, so a warm massage might be a good decision.
4. Claim your 41\$ offer -> Get offer