

Business Type: Dog hotel

Business Objective: 20 new clients in 10 days
who haven't used the hotel yet

Funnel: DM FUNNEL

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. People that follow the business or are seeing it for the first time but haven't purchased the dog hotel service yet
- b. Men or Women?
- c. 50/50
- d. Approximate Age range?
- e. 25-50 years old
- f. Occupation?
- g. Is not specific, their job allows them to travel frequently
- h. Income level?
- i. Middle to high
- j. Geographic location?
- k. Sofia, Bulgaria

2. Where are they now?

- a. Current state:

- i. Planned their vacation or currently planning it but are **unsure about** where they are going to leave their doggy **for the weekend**.
- ii. **Certainty** about if their dog is going to be well treated
- iii. If their dog is going to socialize well
- iv. They think that they keep their dog in a cage all day long
- v. Their dog is not going to get 24/7 attention and is going to be left completely alone for the night
- vi. If their dog going to feel well and understood
- vii. The people that watch the dogs are just going to look at their phone and not pay attention at all to the dogs
- viii. They won't receive updates on how their dog is feeling
- ix. My dog is aggressive, will this work for me?
- x. Difficulty Finding Reliable Care: Finding trustworthy and available dog sitters or walkers can be a constant challenge
- xi. **THEY DON'T KNOW IF THEY ARE GOING TO BE READY TO LEAVE THEIR DOG to someone thats not familiar**
- xii. They also worry about the price they just can't afford it

b. Dream state

- i. **! stage one ! :leaving the dog at the hotel**
- ii. Welcoming cozy atmosphere (especially now for the autumn and winter seasons)
- iii. Friendly personnel with a lot of experience, know how to treat dogs
- iv. Be reassured that the can leave it for a couple of days, really
- v. putting their hearts into their work
- vi. **! stage 2 !: during the stay**
- vii. 2 daily updates on how their dog is feeling
- viii. Their dog will socialize quickly, even if it's not very sociable
- ix. 24/7 supervision, even at night
- x. staff relate to each animal and know the needs of each one (truly love, precise attention and care for every dog that is staying with them)
- xi. **! after the stay stage 3 (when they are collecting their dog from the hotel !**
- xii. Not be like smelly
- xiii. To be happy and healthy
- xiv. To be the same as they left it

c. Roadblock:

- i. Their often travel makes it very difficult to carry their dog(s) with them but they can't really find some hotel that THEY CAN REALLY TRUST
- d. Solution:
 - Leave their dog on someone to look after (neighbor, friend)
- e. Product:
- f.
 - i. What's keeping them from solving their problem now
 - ii.
 - 1. They don't fully trust their pet sitter
 - 2. They don't have the time for it
 - 3. Why is it so expensive? Idk its not worth it maybe
- g. Current desire:
 - i. 1.5/10, don't really think about it on daily basis about their problem and its like a back-up plan for them (haven't tried one yet), but once they find the hotel, the hotel makes sure, they stay a customer
- h. Current belief:
 - i. 2/10 In Bulgaria specifically people haven't developed this type of culture to take their dog to the dog hotel and leave it there just like the americans or british people do
- i. Current trust:
 - i. 4.5ish/10 They probably know the hotel but can't trust them fully (he has 400 clients so yes this can boost the trust)
 - ii. Yes they have google reviews i can write something about (they have 338) something like 400 plus happy dogs
- j. Market sophistication:
 - i. Stage 4 they know about dog hotels, they are tired of the mechanism
- k. Market awareness
 - i. They are solution aware
- l. Objections
 - i. They don't want to leave their dog to unknown people
 - ii. They are unsure if it's going to feel happy and understood
 - iii. This is their 2nd option like plan B option

- iv. THEIR DOG BEING IN A CAGE ALL DAY
- v. 24/7 care they might not receive it

AVATAR

He wakes up, eats breakfast, and heads to work, like any other day. During his lunch break, his mind briefly drifts to the upcoming trip his wife is planning. They love to travel and have always made it a priority, even on a middle-income budget. It's something they look forward to—adventure, new experiences, and a break from the daily grind. But there's one lingering thought: What about the dog?

In the past, they've patched together solutions—leaving the dog with the neighbor or a friend, sometimes paying for a dog walker—but it's never felt perfect. When he comes home after work, he sits on the couch, scrolling through Facebook, half-relaxed, but the back of his mind is occupied. Is the neighbor reliable this time? Will they remember to check the dog?

His dog isn't getting the 24/7 attention it needs. There's no one to make sure it gets socialized properly, and he's not sure if it's lonely, anxious, or just okay being left behind. It's not a huge problem, but it's enough to make him uneasy. The idea of constantly asking for favors weighs on him, and sometimes, it feels like they're imposing too much on others.

Maybe there's a better way, he thinks as he lazily scrolls past an ad. Then, something catches his eye—a local dog hotel with a special offer for frequent travelers. The headline promises peace of mind, daily updates, and professional care. Could this be the solution they've been missing?

3. What do I want them to do?

- a. Stop scrolling
- b. Read the ad
- c. Click the link that will take them to directly DM-ing

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?

d. Stop the scroll

- i. Happy dog (pattern interrupt)
- ii. Color of the offer is going to be shiny etc etc
- iii. Seeing the dream outcome (happy dog, safe environment)
- iv. Some compelling music maybe
- v. Objective beauty
- vi. Vivid **contrasting** colors

- e. **Read the ad** (they should feel special, the ad MUST BE ABOUT THEM, not talking about ooo our hotel this and that.. No no, you are special, at least in the beginning in the ad, then you can talk AGAIN WHAT the hotel is offering YOU!!)
- i. Headline - offer them the dream state and also lowering the price to amplify the desire
 - ii. Talk directly to the avatar by meeting them where they are and showcasing a little bit of the dream state - they want their dog to be safe BUT ALSO they want to travel or be stress free in this particular upcoming weekend (they already know about what's the ad about they are curious to know more)
 - iii. Addressing the biggest objection - not knowing if their dog is going to feel good, they don't have a connection with it
 - iv. Have to amplify the trust once again
 - a. 24/7 attention with your dog, the hotel truly cares about your dog and its also not going to be locked in a cage

- v. Amplify the Urgency and CTA
 - a. Add an urgency play so the can act quickly and don't miss this ONE TIME opportunity (at the end)
- vi. Add the DM that creates that engagement and is more likely to dm, because they can DM anytime, even at night and the DM is eliminating the "I will call them later because right now its too late"

HEADLINES TO CHOOSE FROM:

- a. **Free weekend for you, fun and safe weekend for your dog!**
 - i. Get the first night for free (That's going to be shown further in the ad meaning that's not the headline)
- b. **Special care during the weekend for your pet,**
 - i. 2 nights for the price of one (That's going to be shown further in the ad meaning that's not the headline)

Are you busy this weekend ? Leave your four-legged friend with us where it will enjoy both fun and comfort. 🐶❤️

☀️ Here are 3 reasons why over 1000 owners have trusted and chosen our hotel ☀️

📱 Stay connected with your dog, even when you're away 📱 - We provide adequate feedback, giving you peace of mind about your pet. Receive videos or photos that show your dog's daily life with us - plenty of playtime for the energetic ones, and a peaceful environment for those who prefer to relax. 😴

✅ Leave your dog in the safest hands - We don't have cages – only freedom and happiness for your pet, with 24/7 care from our staff!

⌚ Limited spots available - Book your dog's stay for the whole weekend and get Saturday night FREE! – This trial will help us make sure your dog feels comfortable with us.

💬 Send us a private message with "WEEKEND" to take advantage of the offer!