

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** Massage clinic

**Business Objective:** Increase conversion rates

**Funnel:** Website

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## WINNER'S WRITING PROCESS

### 1. Who am I talking to?

- a. Men and women
  - i. 70/30 split
- b. Middle aged: 30-70
  - i. More in the younger end of the spectrum
- c. Occupation
  - i. Dancers
  - ii. Entrepreneurs
  - iii. Office workers
- d. People with injuries
- e. High-end middle class to low-end upper class
  - i. 30.000 - 70.000 dkk per month
- f. Location
  - i. Live in copenhagen
  - ii. Are visiting copenhagen
  - iii. Live in provincial towns around copenhagen

1. The massages in the middle of Copenhagen are higher quality than the smaller places on the outskirts.

## 2. Where are they now?

- a. Level 3 - Solution aware:
  - i. They know they have a problem (the pain/discomfort), and they know massages exist as a solution, they just don't know about my client's massage.
  - ii. My goal is to take them from being solution aware to product aware throughout the copy of the website.
- b. Stage 4 - Market tires of mechanism:
  - i. The market has tried different massages that haven't worked, so now they are more skeptical when purchasing. They still have a basic knowledge and understanding of the fact that massages work. They are just tired of the some ol' claims of "Get a massage and all your pains will go away".
  - ii. My best move is to position the massage as unique to guide them around that thought of it being like all the others that didn't work. They know that massages work, but if I don't make it unique they will relate it to the bad massages they have gotten that didn't work, and then they won't purchase.
- c. Desire:
  - i. Current: Low - Moderate
  - ii. Threshold: High
    1. The **price** is high, it's a little more expensive than other treatments. You do get what you pay for though.
    2. It's not very much **effort** to get the treatment, it's actually the opposite, you relax 100% and get treated for all the other efforts you've made.
    3. The **time** investment is very low. It may take up a pretty big block of your day, but you will most likely only have to come once, to get a treatment, before your pains are gone. Which in the long run is a very small time investment.
    4. The **sacrifice** is also pretty low, the price is high which means they have to sacrifice a good chunk of money, but they don't have to sacrifice anything else.
- d. Belief:
  - i. Current: High
    1. There's a lot of **logic** behind massages, people know logically that they work and loosen up your muscles. You can kind of picture how it works, and it just makes sense.
    2. Massage is backed up by **science** many times, and people know that it works.
    3. My client is already using **social proof** a lot to increase the belief.
    4. Right now there's not much **demonstration of results** on the website, that's a possible lever

5. The product fits their **personal situation** pretty closely, not fully optimized though
- ii. Threshold: High
  1. The **cost** is high, which is a big part of why the threshold is set so high up.
  2. My client has a good **personality** that people like to buy from. He's sweet and understanding, he also talks with a tone in his voice, that helps the threshold decrease.
  3. My client isn't using **guarantees** to lower the threshold right now, they are a possible opportunity.
- e. Trust:
  - i. Current: Moderate - Low
    1. There is not really any **familiarity** when customers look at my clients business.
    2. They have a lot of **social proof** already which increases the trust in the clinic.
    3. They get a lot of customers through referrals, and because **someone else that the customer trusts vouched for them** they will have increased trust.
    4. Some of the **Primal indicators of leadership** my client has are: And abundant attitude, confidence, abundant resources (An old house boat in the heart of copenhagen is pretty expensive, and a very unique and scarce resource), other people are also following my client both on social media but also just other people coming to his clinic to get treated.
    5. My client and all of his employees all have **qualifications and certifications** in the field of massage, except 2 of them have 20+ years of experience.
  - ii. Threshold: High
    1. The **cost** is very high which means they have to trust the business even more before spending that amount of money.
    2. My client has a good personality that people want to buy from, again he's sweet and understanding, he also talks with a tone in his voice, that helps the threshold decrease.
- f. Current state:
  - i. Pain/Discomfort
    1. Headaches, back pain, shoulder irritation, stiff neck.
  - ii. In need of an escape
    1. Either physically or mentally
  - iii. Some are severely affected to the point that they are actively seeking out a massage clinic.
  - iv. Others just have a sort of "Background pain" where they will think "Yeah it's annoying, but I can live with it". That ad or whatever they see will remind them of the pain.
  - v. They are afraid of the pain not fading and the massages not working/fixing the pain
  - vi. They are also afraid of how it will affect their life if it doesn't get fixed
  - vii. They are angry at clinics with bad service

- viii. They are frustrated about their lack of ability to perform standard daily tasks
  - 1. Such as getting off the couch, getting out of their chair
- ix. Headaches are also a major frustration
- x. This pain can affect their mood and energy when it comes to family, friends and so on.
- xi. Some have bad previous experiences, with bad service, unprofessional clientele, bad environments, ineffective treatments.
- g. Dream state:
  - i. No pain/discomfort
    - 1. Decreased stress, less headaches and migraines.
    - 2. Improved mental health, better mood and increased energy.
  - ii. Fast recovery
  - iii. They want to be treated nicely
  - iv. They want to feel welcome and have accommodating and competent masseuse that treat according to their needs
  - v. They want nice surroundings
    - 1. Clean, cozy and neat.
    - 2. The vibe that the surroundings give off also matters a lot.
    - 3. (My clients clinic gives off the PERFECT vibes)
  - vi. Be alone and in peace and quiet during the massage.
  - vii. Some of the people with severe pain, have tried other massages in the past, which didn't work
  - viii. A tailored massage fitted to their needs.

### 3. What do I want them to do?

- a. Book an appointment
- b. Objections:
  - i. "It's too expensive"
  - ii. "I already have a lot of things in my calendar"
  - iii. "What if it doesn't work for me"
- c. Roadblock:
  - i. The tight muscles in their body.
- d. Solution:
  - i. Getting the muscles loosened up, via a massage, acupuncture etc.
- e. Mechanism:
  - i. A professional tailored massage on a "Vintage" old school wooden house boat in the heart of Copenhagen, it's an effective solution, and since it's tailored to you specifically it helps solve the problem way better than other massages, there are a bunch of testimonials saying that they are 90%+ better after ONE treatment
- f. Why you?:
  - i. The USP(Why should they buy from me?) is the fact that the massages are personally tailored specifically to their needs, and executed by a top of the line masseuse, with amazing experience and skills.
  - ii. The treatment (and the whole clinic) is on a houseboat in the middle of Copenhagen, that makes it a unique experience and it adds to the

vibe you get when you step onto the clinic instead of a sweaty and smelly gym, or some random person's apartment or basement.

g. Why now?:

- i. You will have immediate results with my clients treatment, most people experience, as they describe it, "I'm 90% healed after just ONE treatment"
- ii. They will avoid future inconvenience, you don't want stress and tension to build up, that will compound and make it way worse.

h. Why should they not stay like they are now?:

- i. They will avoid future inconvenience, you don't want stress and tension to build up, that will compound and make it way worse.
- ii. Their current state is challenging their daily life and they know it

## 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?

### 1. Homepage:

- **Headline:** Capture attention immediately with a statement that speaks to the visitor's desire for relief and relaxation.
- **CTA:** Prompt them to book now or learn more, setting the stage for action.
- **Why Us:** Establish credibility right away. Explain why your clinic is different and better, focusing on the unique experience on the houseboat and the personalized approach.
- **Testimonials:** Provide social proof early on to build trust. Seeing that others have had positive experiences can alleviate skepticism.
- **Grid of Treatments:** After building initial trust, show visitors the specific solutions you offer. Each treatment should have a brief description that highlights the benefits and a CTA to learn more or book.
- **Meet Us Section:** Introduce the team after the treatments, showing visitors who will be providing their care. This humanizes the experience and builds further trust.
- **CTA at the End of Each Bio:** Encourage visitors to book directly with the therapist who resonates with them the most.
- **Final CTA:** After they've seen everything, give them one last nudge to book an appointment.

### 2. About Us Page:

- **The Story Behind the Clinic:** Share the clinic's origin story to connect emotionally with visitors. Explain the passion and expertise that drives your client's business.
- **Mission and Values:** Reinforce the clinic's commitment to customer care, quality, and tailored experiences.
- **Meet Us Section:** If this is not on the homepage, include it here with CTAs at the end of each bio, allowing visitors to feel confident in choosing their therapist.
- **CTA:** Prompt visitors to book a treatment or contact the clinic, leveraging the emotional connection built on this page.

### 3. Treatments Page:

- **Grid of Available Treatments:** List all available treatments, each with a description that highlights the specific benefits. Focus on how these treatments solve the visitor's problems.
- **Detailed Treatment Pages:** When a treatment is clicked, provide more detailed information, including what to expect, the benefits, and why it's worth the investment.
- **CTA on Each Treatment Page:** Encourage booking with a CTA that emphasizes the tailored, high-quality nature of the service.
- **Hygiene Info:** At the bottom of the page, include hygiene information, ensuring visitors feel safe and comfortable about visiting.

### 4. Prices Page:

- **Pricing Information:** Clearly outline the cost of treatments. Reinforce the value proposition by reminding visitors of the quality and effectiveness of the treatments.
- **CTA:** Encourage them to book now to take advantage of the exceptional value your clinic provides.

### 5. Booking Page:

- **Streamlined Design:** Keep the page clean and easy to navigate. Make the booking process as simple and quick as possible.
- **CTA Button on the Image:** Center the CTA on the image at the top, making it visually prominent. Ensure the text is concise and action-oriented.

### 6. Contact Page:

- **Essential Information:** Keep the contact details straightforward, with a map, phone number, email, and business hours.
- **CTA:** Include a subtle CTA encouraging visitors to reach out with questions or to book an appointment.

### Flow and Logic:

- **Build Trust Early:** Start with why your clinic is different, supported by testimonials, to address skepticism upfront.
- **Show the Solutions:** Once trust is established, guide visitors to the treatments, emphasizing how each one can address their specific needs.
- **Connect with the Team:** Introduce the therapists, helping visitors feel comfortable and confident about who will be treating them.
- **Reinforce Value:** As they explore, reinforce the value proposition, especially when they reach the pricing page.
- **Simplify Action:** End with a smooth, straightforward booking process to make conversion as easy as possible.