

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Tattooing

Business Objective: reach 500 more followers,
until january

Funnel: Meta ADs

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Working women age 20-45, w

2. Where are they now?

- a. Scrolling on IG
- b. Current levels:
 - i. Pain/desire: 6/10
 - ii. Belief: 9/10
 - iii. Trust: 1/10

Having little time to waste.,

iv. Current state

- a. They want to be part of their tribe
- b. Express themselves through art.
- c. Tattoo a memorie
- d. Tattoo for couples
- e. They are tired of overcharging artist
- f. They want to get a long lasting memorie, something they can be proud of and watch with admiration everyday waking up.

- g. They are product aware.
- h. Stage 5 market
- i. They are Scared of overcharging
- j. spending more money than supposed to
- k. getting a ruined tattoo
- l. Getting a bad experience
- m. having to repair a ruined tattoo.

- n. **Current state:**
- o. not having the tattoo they want
- p. **Dream state:**
- q. Getting the tattoo they want the way they imagined it.
- r. **RoadBlock:**
- s. Not knowing the best tattoouer to do their tattoo.
- t. **Solution:**
- u. Finding the best Artist for them.
- v. **Product:**
- w. Having the tattoo done by my client

Dream State:

Their wildest dreams coming true /They want to get compliments about their tats/ feeling addicted, wanting more beyond my wildest dreams. / worth every penny in terms of experience and results. And, if you're coming here, you know what you're paying for.

-The entire process was utterly professional.

-I'm looking forward to my next round of tattoos and I wouldn't go anywhere else

-I can't possibly describe how happy I am with my new tattoo.

-gave really good, honest feedback about how to make my idea into a workable, beautiful tattoo and executed my tattoo beautifully. I've found my shop here in LA and can't wait to come back!

-Affordable

-professional work

- caring, helpful and patient artists,/ chill vibe / warmth and comradery/chill atmosphere/ being understood, they want to be listened to.

3.What do I want them to do?

- a. Stop scrolling and read ad
- b. Click on my profile
- c. Watch my content
- d. Follow me.

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?

5. They need to see social proof, professional work.
6. They need to feel safe, secured.
7. They need to experience a welcoming vibe, desire and interest to watch more content
8. Here is an opportunity to get something relevant to me, for a good price
9. Somebody else trusted this person with their tattoo, I like the style I want to book.
10. Clarity about location.
11. He has been doing this for a long time and he is a trustworthy artist.
12. He is skilled at tattooing.

They will see movement on the screen,
bold shiny outstanding colors or something beautiful,
they'll see a professional picture of a tattoo,
Call to action to view the profile.

Click the link and view my profile and Follow.

- a. Consume more of my content,
- b. Like my posts
- c. Movement to grab attention/Color/Shiny Bold/unexplainable
- d. Color contrast from everything else they see in IG
- e. Demonstrating dream state
- f. Low price
- g. Social proof

DRAFT

Budapest

Bookings available!

 **DISCOUNT!** 

Flashes available-
-20% off until oktober 11!

Instagram profil megtekintése



I've been in the chair for 20 years.

I'm waiting for you in Budapest to create the **tattoo of your dreams** now for a **special price!**

Whether it's something simple or a complex idea, I love challenges.

There's no such thing as a complicated tattoo, only an uncreative tattoo artist!

