

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: beauty salon

Business Objective: more clients.

Funnel: meta ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- 2. 70% women 30% men
- 3. With bad skin/ back pain/ joint pain/ people who want their nails/ lashes/ brows done.

4. Where are they now?

- 5. Scrolling fb/ instagram.
- 6. Google search
 - a. pain/desire 4/10 pretty low if it was that bad they would have gone somewhere already. 8/10 for people with bad skin it affects them alot self esteem, self love.
 - b. Belief in in spa treatments 6/10. They know they are effective and can help their want/need

- c. Trust in the spa 2/10
- d. Current state
bad skin, uncomfortable in their body, unconfident, pain when moving or constant pain, discomfort, want to look better/feel better.
- e. Dream state
Confidence, pain free, clean skin, smooth joints, relaxed back, able to do the things they cant because of pain, comfort, relaxation. Affordable,” I had a lot of tension in my upper shoulders and neck and Jenny did a great job alleviating this for me” . Great service, relaxing environment.

7. What do I want them to do?

- 8. Stop scrolling
 - a. Relate to the advert
 - b. Believe what the ad says
 - c. Go through the webpage and book a treatment.

9. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- 10. See the ad that interests them because they relate. Bad skin, painful joints etc.
 - a. Bright Colours that attract attention
 - b. Fair price
 - c. Must feel that the service will help them
- 11. Click on the link intending to buy/book
 - a. Highlight current state, pain etc
 - b. Make a direct offer and briefly explain service and how it helps
 - c. Mention their dream state , clear skin, pain relief, confidence.
 - d. Mention reliability, good price.
 - e. Get x% off if you are a new client.

DRAFT

AQUARIUS DAY SPA

£30 FACIALS

that **will** leave your skin GLOWING

