

Winner's Writing Process

1. Who am I talking to?

- a. 75% Men
- b. 25% women (my client gets a lot more of male customers compared to female customers)
- c. Aged between 25-65 years old
- d. People who live in Mauritius
- e. People who have been experiencing back, neck, shoulder pain and even high stress levels.

2. Where are they at now?

- a. They are passively looking at deals and massage posts on Facebook.
- b. Their shoulder, back or neck is hurting
- c. They know that they've been exposed to loads of stress in the last few weeks.
- d. Their pain and stress is affecting the quality of their sleep and they also have issues falling asleep at night.
- e. Awareness Level 3 - They know that they need a nice full body massage to help them alleviate their stress and pain but they don't know our massage brand yet.
- f. Sophistication - Stage 3 (massage is a timeless way to alleviate pain and stress, but the claims in the market are the same)
- g. Perceived cost is fairly high - (money, time, effort)
- h. Effort and sacrifice, considering that they need to take time out of their day, and physically go there.
- i. Believe in the idea, they know that they will feel better after the massage and that their pain and stress will vanish.
- j. Trust and knowledge of the company is fairly low.

3. What do I want them to do?

- a. Stop scrolling
- b. Click the WhatsApp link
- c. Book their appointment with the receptionist via message or call

4. What do they need to experience/think/feel to do that?

- a. Stop scrolling
 - i. Picture of a woman massaging a man
 - 1. Makes the people interested to stop scrolling as they know that they are looking for massages right now.
 - 2. Exponential beauty: there is a beautiful woman in the picture which will catch the attention of most men.

3. They can relate when they see a man getting massaged in the picture, it creates a sense of familiarity.

b. Click the WhatsApp link

i. AD COPY

ii. 🚨 **Feeling Burned Out? Here's a Simple Fix for Stress and Body Pains!**



1. Headline: Calling out the pain that the reader is feeling and telling them that they will get some simple fixes to relieve their stress and body pains.
2. Headline: I'm using bold colour and emojis to attract attention and stop the scroll.

iii. If stress and tension are weighing you down, we've got the solution for you!



1. Recalling the pain and directing them to a solution

iv. Our massages help lower stress hormones, ease muscle pain, and leave you feeling completely refreshed in just minutes. 🌿👉

1. Presenting our massages as a mechanism to achieve their dream outcome in a short amount of time.

v. ***Our Exclusive Bundles***

1. After getting some reviews from my family members, they say that people like knowing what the different types of massages I'm offering.
2. And I've also included the prices and the duration to give people as more information as possible about the product.

vi. Full Body Relaxing Massage 1h 15 mins + Foot Reflexology (Rs 1200)

vii.

viii. Pain Relief Ritual - Deep Tissue Massage + Indian Head Massage + Foot Massage (pressure point) – Rs 3500

ix.

x. Swedish Massage 60 mins + Mini Facial (Rs 1400)

xi.

xii. Deep Tissue Massage 90 mins + Indian head Massage

xiii. ➡️📱 **Book now via WhatsApp** and get **10% off**—limited to the first 20 bookings! ⌚

1. Here, I gave them a clear direction to the CTA and I also used some urgency to make them take action as fast as possible.

- c. Book their appointment with the receptionist via message or call
 - i. When they click the link, they will be driven to a WhatsApp page where they can either message our spa or call us.