

WINNER'S WRITING PROCESS

Business Type - Masseur

Funnel Piece Required - get more clients via CTA on website

Business Model/Niche - fix 404 Error on website

Who am I talking to?

Gender: male/female

Age Range: 30-50

Occupation: a job where people work very hard to earn their money, a job where the body is very affected and has to work very hard.

Where are they now?

Where are they in the funnel physically?

- a. Searching on google for a good massage with pain in the back.

Current Levels

- a. **Pain/desire:** 8/10 (They have problems/tension in their bodies)
- b. **Belief:** 7/10 (have **only** 5 of 5 Stars reviews.)
- c. **Trust:** 3/10 (don't have a solid website.)

Current State

- **Frustration:** with the high prices of good massages
- **Difficulty:** to find a good massage therapist who can solve all problems.
- **Overwhelmed:** by too many options and a lack of clear, reliable choicesess
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Dream State

- a. **Satisfied:** with having a wonderful massage where you can completely relax and all your problems/pain disappear.
 - b. **Relieved:** to find the best Masseur in the area that can take all the Problems away.
 - c. **Excited:** to find a Masseur with only good testimonials.
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- a. Desire/Pain: 9/10
 - b. Certainty: 8/10
 - c. Trust: 9/10

Problem: People can't access Website (because 404 Error)

Solution: Fix 404 Error

Where do I want them to go?

- a. **Searching** on Google for a Masseur.
- b. **Click the Link** to visit the Website and explore the Massage offerings.
- c. **make a Purchase** for a Massage.

What experiences do they need to go through to get there?

- a. **Trust-building Elements:** See all the good (5 star) reviews where the people describe the perfect state you gonna have after you get a Massage. And at the top of the search bar.
- b. **Eye-catching visuals:** A young man enjoying his massage, surrounded by a good looking room where you can feel free.
 - i. The scene or the picture should convey enjoyment and satisfaction with the massage.
- c. **Engaging Design:** Use color contrasts and dynamic visuals created on Canva to grab attention. The Design of the Website should stand out in the Option of other Masseurs, so the customer takes notice.

- d. **Direct Call to Action:** “Call this number now to make an appointment today for a massage with the best massage therapist in the area.” **OR** “Register now in our digital appointment calendar to make a comfortable appointment with us”
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EXECUTION (COPY)

1. **Attention-Grabbing Headline:** “Suphattra Thai-Massage” - Get your Massage **Today**

2. **Visual Appeal:**

- **Photos:** young, relaxed and happy man who can relax and treat themselves to a massage in the meantime.
- **Description/offer:** a variation of many different massages that can help in all parts of your body.
- **reviews:** Don't you believe us? Then take a look at our reviews - you will only hear good things.

3. **Highlight the Benefits:**

“Imagine getting into your car...

Exhausted...

With your back, your neck and your legs screaming at you...

The feeling of a 2,000 pound truck crushing you...

Knowing that a few minutes later...

You will feel the warm and pleasant hands of a beautiful woman gently touching your body...

And feel an immense sense of relief that you can't help but fall asleep immediately.”

4. **Encourage Immediate Action:** “Click here to explore our Offer and get your massage at unbeatable prices, so you can feel like you're 15 again!”

5. Final Call to action: “Shop now and save!”

Question: How can I fix these “404 Error” Problems on their current website?