

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Deep Tissue Massage

<https://sibodyworks.com/about-us>

Business Objective: Pain Relief

Funnel: NO SOCIAL MEDIA

WINNER'S WRITING PROCESS

1. Who am I talking to? Owner
2. Where are they now? Paying the bills/ More freedom, solid business model
3. What do I want them to do? Gain confidence in my ability to set up their FB and Insta profiles.
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?
They need to see that the digital age is all about perception and the ability to grab people's attention and commit them to buying your service.

DRAFT

The individual who owns this business, SI Body Works, is a dedicated individual who sought alternative therapies for their own pain management. The business pays the bills, but I caught the owner in a period of wanting her business to be booked solid on her available days.

Since the owner has no social media set up. I am proposing to set up her instagram and her FB profiles to be linked to her website. The website is also very sparse with nothing but the click here for appointments.

I think this is a good place to start, and I would pitch a FB ad for her after this work is completed. I would clean up and tighten up her web page to reflect the top g companies in the industry.