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WINNER'S WRITING PROCESS

 What specific (measurable) business objective am I seeking to accomplish? 

- More clients and bigger payoffs. 1.25x current clients and profit

 What part of the funnel is required for this business objective to be achieved?(What marketing asset is this winner's writing process focused over?) 

- This requires active search of the service from the clients. We need to fix the early stages of the funnel.

  What is this business model or niche?  

- This is a project management company.
- "Prosessiturva Oy is a modern, dynamic, and flexible project and consulting partner established in 2017.

We offer our clients a wide range of project management and consulting services related to electrical and automation technology.

In projects, we act as advocates for our clients, ensuring the safe execution of your project and the achievement of quality, time, and budget goals with the help of our experts.

In all projects, expertise, experience, and the ability to grasp the overall picture are particularly important, whether it involves a new construction project, production development, renovation, or maintenance project. It could also pertain to a software project that is significant for the client, related to enterprise resource planning and processes, or directly to commercially sold products. Successfully carrying out such projects requires a high level of expertise, commitment, and teamwork from all parties involved. The personnel at Prosessiturva greatly enhance and reinforce these prerequisites for a successful project."

 Who am I talking to? (Avatar) 

- Name: Jussi
- Gender: Male
- Age Range: 35-65
- Occupation: CEO
- Geographical Location: Finland



- Image:

🔍 Where are they now? 🔍

- Current Painful State (all the customer language you gathered from your research):
 - They need someone to manage the project they are starting. Stress about who to hire to manage their project. Anger about bad past experiences.
- Desirable Dream State (all the customer language you gathered from your research):
 - They are really happy with how the project was handled. We over delivered. They will tell good things about us to their friends and business partners.
- Where are they in the funnel right now (physically)?
 - Lost and searching. Or they have some project management company in their mind.
- Problem (what's stopping your market from living their dream state?):
 - A lot of competition. Not enough recognition for our company. Everyone has very little money and doesn't want to take risks hiring a smaller company. This current economy.
- Solution (the unique mechanism that will allow your market to go to their dream state):
 - Get more attention. Work with old clients
- Product (your client's paid tool that helps the market enact the solution better, faster, with less risk, etc):
 - Ask clients to write down reviews/testimonials of our work. When searching project management, our website is the first one to pop.
- Awareness (highlight one of the available options below with yellow):

- Level 1 (Problem-Unaware): Catch their attention, then reveal hidden problem/need/desire.
- Level 2 (Problem-Aware): Call out their problem then offer solution
- Level 3 (Solution-Aware): Call out known solution then offer product as best form of solution
- Level 4 (Product-Aware): Buy Now, Urgency, Scarcity, Risk Reversal/Guarantees, Social Proof, Crank pain/desire/need, etc.
- Sophistication (highlight one of the available options below with yellow):
- Stage 1 (First to Market): Make a direct claim
- Stage 2 (Second to Market): Make a bigger or better claim
- Stage 3 (Market Tires of Claims): Lead with a unique/new mechanism
- Stage 4 (Market Tires of Your Mechanism): Position your version of the mechanism as unique, bigger and better
- Stage 5 (Market is Tired of EVERYTHING): Niche Down, Identity Play, Enhance the Experience, Invent a New Mechanism, Connect to Bigger Outside Desire
- Three Pillars (Finally - movable "Will they buy/act?" Canva diagram where you're with EDITING access 🖱️🖱️🖱️)
https://www.canva.com/design/DAGFs2mHCr8/nLYB-rj8Hd7N_xA8M5W7A/edit?utm_content=DAGFs2mHCr8&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton
- Type of Attention (pick the appropriate and delete the other)
- ACTIVE - Give/tease what they want, stand out from the crowd, maximize factors they're using to evaluate between options, continue with the persuasion.
- PASSIVE - Use evolutionary triggers to stop their flow and arouse their attention, connect with existing desire or solution or product, continue with the persuasion.

🚩Where do I want them to go? (Actions I want them to take throughout my copy)🚩

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🧭What steps (experiences) do they need to go through to go from where they are to where I want them to go?🧭

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📄 Copy Format? (DIC/PAS/HSO) Highlight the appropriate format in yellow 📄

- DIC
- PAS
- HSO

④ U Headline/Subject Line 4U's Formula: ④ U

- Urgent
- Unique
- Useful
- Ultra-Specific

✍️ ACTUAL COPY/ASSET: ✍️

(Let your creativity roam free! This is a rough, first draft.)

👉 Click!

DONE WITH FIRST DRAFT?

- NO - Go back and finish it 👉👉👉
- YES - Evaluate and improve your copy



EVALUATE & REFINE PROCESS

(Ask yourself specific questions about EVERY single phrase/line)

Jason's Method

- What is the objective of this piece of copy/marketing asset?
- What am I, the writer, doing to accomplish this objective? Why does it work? How could I do it better?

- What mistakes am I, the writer, making that keep me from accomplishing my objective? How can I fix these mistakes? How can I keep myself from making these mistakes in the future?
- What would the reader feel reading this piece of copy OR sentence?
- What bootcamp lessons are at play? What other bootcamp lessons can I, the writer, include to make the copy more successful?