

TOP PLAYER ANALYSIS AND WINNERS WRITING

Strengths:

- **Clear Objective:** The business goal is straightforward: generating \$1500 per week through targeted knife sales. The product is meant for outdoorsmen who need something to cut with that is hard and made of steel and won't break at all. The business Scheels is partnering up with Benchmade because Benchmade knives make a lot of money.
- **Audience Awareness:** The audience of this product is for the people who are outdoorsmen, cowboys, etc. Anyone that is in the game of being in the work field would need this type of knife.
- **Direct Approach:** A good direct approach would be reaching out to the business itself or management/owner of the business. You could send a bunch of emails to have them reach out to ASAP. If that doesn't work out then reach out to local people around you who you have a better chance of getting a response.

Business Overview Section:

- **Clarity:** Customers are drawn in by testimonials, which push them toward the call-to-action. Once they see that the product is clear and credible. They read all the reviews and testimonials, and immediately are hooked.
- **Expand on Details:** What sets this business apart from others is this more of a credible source than it is unreliable. You don't want to buy business/products from people who aren't credible, or even human for that aspect.
- **Winner's Writing Process:**
- **Who Am I Talking To?:** I am reaching out to local people such as myself with horses, who are outdoorsmen. Why am I reaching out to them? Is because I want my business and product to sell as quickly as possible and be credible. This is for outdoorsmen looking for reliable knives from a trusted source.
- **Call to Action:** The CTA of this funnel is you can go on a search engine and look up the product and you will find the paid AD and go into, then the whole funnel process come in to play
- **Draft Section:**
- **Tone and Language:** Looking for a knife that stands the test of time? Scheels has the reliable steel you need and it is something that will never break. The steel that the knives have to offer is made in America and it is super durable because I have plenty of them myself.

- **Testimonials:** THE TESTIMONIALS HAVE THE PEOPLE ALREADY LOCKED IN THE PRODUCT. See why hundreds of customers rave about our durable, high-performance knives. When you scroll into the page there will be a review section and how many stars the site has, and if it is credible or not. Then you go down and read the comments, and immediately it will grab your attention.

Customer Interaction Example:

- **Improve Flow:**
Customer: "How much does a Benchmade knife cost? Can I get one online?"
Myself: "Good morning! A Benchmade knife costs [price]. Would you like me to walk you through the best options? I'm happy to help set up a call if needed!"
- **Customer:** Yes I would love that please. How do I do the process and where do I go?
- **Myself:** You can go on a search engine and look up Scheels or Benchmade knives!!
- **Customer:** Thank you very much!!

The customer interaction is very crucial to know because that is what will get you money!!

Overall:

- **Clarity:** Focus on making your language clearer and tightening up sections where you're trying to convert attention into action.
- **Tone:** Ensure the playful tone fits with the brand image and feels authentic to your audience.
- **Calls to Action:** Make sure your calls to action are specific and in line with your business goals (sales vs. engagement).