

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type:Bed Store

Business Objective:Make customer stop and read ad

Funnel:Paid ad

WINNER'S WRITING PROCESS

1.Who am I talking to? 2.Where are they now? 3.What do I want them to do? 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?

1.people who are looking for quality service and quality beds.

2.Potential customers are just looking but not clicking on our ads.

Desire 3/10..trust 2/10..belief 4/10

3.I want them to click on the advert which will lead them to the sales page.

4.They need to see someone sleeping on a quality bed looking comfortable and satisfied

DRAFT



Your professional bed shop with quality stock.
Sleep your greatest dreams in our latest mattresses.

"Absolute bliss, from the friendliness of the staff to the professionalism of the deal and finally the delivery and setup of the beds...excellent, felt welcomed from the time we walked in, great service, great products."-Adam