

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** Male Supplements Company

**Business Objective:** Drive More Traffic To Landing Page For Sales Increase.

**Funnel:** Instagram Paid Ad

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## WINNER'S WRITING PROCESS

### 1. Who am I talking to?

I am talking to males who are currently either out of shape, feel weak , tired, & are seeking to gain muscle and confidence.

### 2. Where are they now?

- A. Currently scrolling on Instagram, most likely just trying to distract themselves from their problem.

## B. Current Levels

- Pain: 8/10

They hate how they look, feel, perform & want to change it.

- Belief In Idea Of Supplements: 6/10

They know supplements can help, but need to be sure they are using the right ones to help with their specific goals.

- Trust In Supplement: 5/10

They see the ad, it looks intriguing, but they need more information to trust that it works.

## C. Current State

- They feel insecure about how they look, & are trying to forget about it.
- Deep down they know they can make a change to improve their state, but don't know what to do or what to use.
- They constantly daydream about how it would be to have muscles, energy, & be more confident about themselves.

## D. Dream State

- Every time they look in the mirror they can't help but smile and be proud of how good they look.
- They feel incredibly energetic, coupled with strength that is consistently present.
- Confidence is at an all time high, & they know exactly how to stay consistent with their fitness level.

# 3. What do I want them to do?

- A. Stop scrolling on IG.
- B. Read Ad
- C. Click Learn More
- D. Purchase Product

# 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?

- A. Stop and read the advertisement.

- Colors and animations capture the reader's attention.
- Product has a discount available, increasing intrigue.
- Offers an opportunity of getting “ the ultimate boost” to help with their problem.

B. Click the link with intent to purchase the product.

#### Discount Of Product

- 15% is making a direct offer of a lower price for the supplement.

#### STRONGER.FASTER

- Appeals to the reader's dream state, helps increase intrigue.

#### GET THE ULTIMATE BOOST!

- Offers solution by emphasizing how good the product is to help them achieve their dream state.

Ad ultimately captures viewers attention, offers a solution for the problem, and lowers it's cost for a more appealing offer.

#### Additional Observations-

The goal of an ad is to pull the person's mind out of the cycle of endless scrolling, to offer them a solution to their issue , instead of neglecting it with cheap dopamine.

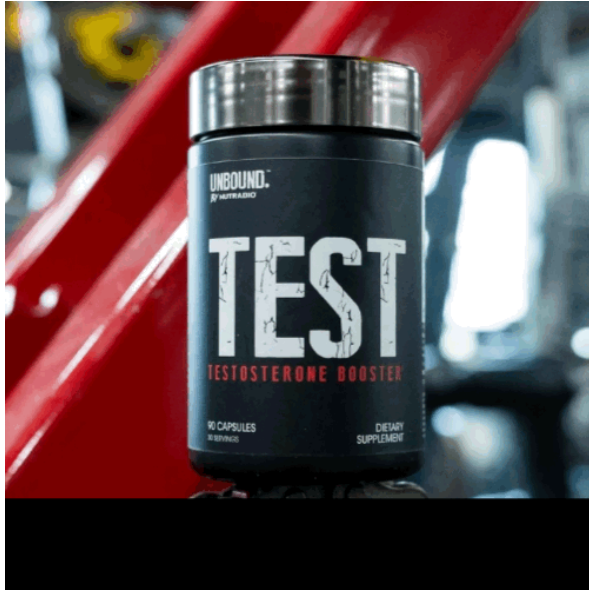
Viewers should experience a vision when reading the ad... seeing the version of themselves who IS in shape, who HAS energy, and FEELS confident.



Once their attention has been grasped ... the goal is for the viewer to click the link.

The landing page will secure the trust, belief, and evidence to back the product's credibility.




All of this will ultimately result in the viewer proceeding to the CTA , purchasing the product.

# DRAFT



“ My energy is higher, strength has dramatically increased, & I feel more youthful than ever!...This stuff has certainly turned back the clock on the ‘Aging Man’ symptoms. ” - Nick N   


Gain the ultimate boost against time, & unlock your new power.

- Increase levels in energy, stamina, and speed. 
- Pack on lean muscle and gain strength with ease. 
- Boost blood flow to the whole body, for rock solid results. 

Don't waste anymore time, gain your boost today and claim a limited time 15% off discount!

 [Click Learn More](#) for more information! 