

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Health and Fitness

Business Objective: Direct enough sales to their website.

Funnel: Social media

WINNER'S WRITING PROCESS

1. Who am I talking to?

- FAT people

- People looking to improve their gut health (bloating)

- People that has cholesterol related problem

- People that has heart disease or would like to improve their heart health

- Men looking to improve their prostatic health

- Athletes looking to improve their joint and cartilage health

2. Where are they now?

In my funnel :Scrolling on social media (instagram, twitter, facebook

In regards to their belief, trust and desire: have become lazy in their life throughout time, started losing energy and motivation, wants a better life but too lazy to take action,

3. What do I want them to do?

Direct them to my clients website and make them buy from my client

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?

Guilt about how their body looks

Concerned about their heart and gut health

Worried about their prostatic health

Scared of cholesterol thinking its a deadly disease

Motivated and concerned to improve their athletic career

DRAFT

FAT people

"Still making excuses?

You're not happy with the way you look, and it's time to admit it. The extra weight is a burden—on your health, your confidence, and your life. If you're not willing to change, you're choosing to stay stuck. No more hiding. Take action now, or keep living with the consequences."

Followed by a testimonial of another customer image or the image of the Product they need to buy. (post on twitter and instagram)

Worried about their prostatic health

"Don't Ignore Your PROSTATE Health?"

You're not alone. Many men over 40 start to experience changes in their health, but ignoring the signs could lead to bigger problems down the road. From frequent trips to the bathroom to discomfort and disruptions in daily life, your prostate health impacts more than you think. It's time to take control. Our product offers simple, effective steps to keep your prostate in check and your confidence intact. Don't wait until it's too late—protect your health now."

Click the link below and watch how men your age has improved their health and continue leading a happy and fulfilled life.

(post on twitter and instagram) or generate an image including these letter to be posted.