

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Muslim Life Coach

Business Objective: Get people to book their free call

Funnel: About page

WINNER'S WRITING PROCESS

1. Who am I talking to?

- Muslims mostly men some women
- Most are aged between 16 - 25 some up to 40

2. Where are they now?

- a. Stuck where they are and unable to move forward in life
 - Roadblock
 - No goals to provide with direction and something to work towards
 - Limiting beliefs that hold them back
 - Anxiety prevents them from doing things that will help them progress

- Depression that weighs so heavily on them they think it's impossible to move forward
- They have never been able to set a plan and stick to it
- They don't believe in themselves
- They don't actually know what is holding them back, They feel negatively unfulfilled but don't know why
- Their days are completely scattered and unstructured
- They simply have too many things on their calendar
- Lack of energy and motivation
- Mechanism/Solution
 - Set small achievable short-term goals
 - Set long inspirational longer-term goals
 - Overcome their limiting beliefs about themselves
 - Learn coping mechanisms for their anxiety it no longer overwhelms them
 - Defeat depression so it no longer holds them back
 - Learn how to set a plan that helps them move towards the person they want to be
 - Gain confidence and start believing they can actually get more out of life
 - Discover unique mission in life
 - Time management skills that help them prioritise.
- Product
 - A free coaching session that helps them understand exactly what is holding them back and the next steps that need to take to move forward in life
 - A free coaching session that uplifts inspires and excites them
 - A free coaching session that gives them the practical steps they need to take/know exactly what they need to do to feel more positive and optimistic and how to move forward
- Current state
 - Suffering from depression and anxiety
 - Plagued with limiting beliefs
 - Overwhelmed with the responsibilities of day-to-day life
 - Struggling to hold on to their Islamic identity in the modern world
 - Not happy with their achievements/not achieving what they want in life
 - Have no goals or direction in life
 - Feeling spiritually disconnected, like religion doesn't have a central enough role in their life
 - Suffering from mental health issues like depression and anxiety
 - Dissatisfied with their life
 - They might be in a job they hate
 - A student at uni unsure why they are there

- Feel like a failure destined to a life of mediocrity
- Their days/lives lack structure
- Feeling completely consumed by their daily responsibilities (*working adults*)
- Have way too much time on their hands and do not know what to do with it (*teenagers without a job*)
- Feeling defined by their past identity/struggling to get rid of bad habits
- Self-sabotage
- Feeling stuck in the same place no matter how hard they try to move forward
- There are some members of the the target market who feel a sense of direction and purpose but want to take their life to the next level
- Feeling like their prayers are not being answered. They struggle to connect to Allah during prayer
- Dream State
 - Defined goals they're working towards, achieving small wins every day that take them one step towards that goal
 - Have a clear sense of purpose. What it means to be a Muslim in the world. They feel they have a unique mission they are fulfilling
 - Feeling more connected to Allah and their religion. They have more time to pray and go to the mosque
 - No longer being weighed down by depression. Feeling more positive and optimistic about the future
 - Able to manage their anxiety and channel their emotions in a more positive way
 - Feeling like Allah is listening to their duas/ They feel more present in their prayers.
 - Like they have a new identity. They have become the person they want to be
 - Like their life has a better balance, they can work, exercise, and enjoy time with friends. All this whilst still moving towards their goals
 - Spend my days and my time very carefully fine-tuned to those objectives and mission as a Muslim
 - Confident driven and focused on their goals
 - Like the life has a healthy balance
- Awareness
 - Level 3
- Sophistication
 - 4.5
- Levels
 - ❖ Current desire

- 7
- ❖ Belief in idea
 - 5
- ❖ Trust
 - 6

3. What do I want them to do?

- a. Stay on and read about page
- b. Click on CTA to book their free coaching session

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. Give them a reason to read the page
 - Headline that captures attention, cranks dream state and is somewhat challenging encouraging them to answer to something greater. Speaks to their core desire
 - Image of dream state
 - 40 words ish that build on headline explaining what they mean for their life touch on purpose
 - Section 1
 - Short subhead followed by a short sentence describing humility. Unexpected misfortune
 - 70 words on childhood. What was tough about life what set bazi apart showed he wanted more was positive
 - Section 2
 - Sub head The secret to living is giving
 - Followed by sentence
 - 130 words 5 paragraphs
 - talkin g caring
 - How he differed from others in his approach
 - Catalyst for change to help others
 - Talk fast forward talk about change made
 - Section 3
 - 70 words 1 paragraph
 - Touch on greater purpose
 - Current efforts
 - Amount fo work puts in
 - Greater vision
 - Final quotes
 - “I decided that I was going to find a way, somehow, someday, to give back and pay it forward.”
 - Impact crank authority social proof

- CTA
- b. Book the call
 - Another angle that encourages them to book their free call
 - Touch on the benefits of the previous page whilst adding another unique angle
 - More urgent & personal CTA

DRAFT

I'm not sure if you meant all in one document—my question, WPP, and website screenshots—or just the WPP and the screenshots.

I have put all the above in one document in that order: my question, WPP, and website screenshots.

If I've misunderstood, let me know, and I'll amend the document accordingly.