

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Cosmetics and personal care industry (Perfume)

Business Objective: Get more Attention

Funnel: FB/Meta ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

ANS: * People who about 16 to 45 years both men and women.

* Who are in active or passive intention (work both ways because every want wants to smell good)

2. Where are they now?

ANS: *Probably scrolling on social media

A. Current Levels

1 . Plan/Desire 4/10 They want to buy a new perfume which smells good but they a doubt whether it will be a good product or not.

2. Belief in idea whether the product add value for them -5/10

3. Trust in the Bella vita perfume 3/10

B. Current State

1. Don't have the perfume they want.
2. They don't feel confident around people.
3. They don't feel fresh
4. Desire to have a great perfume

C. Dream state

1. Have a fragrance that feels them powerful
2. To feel confident among the people/Boyfriend/Girlfriend
3. To not be fearful or insecure in Public
4. Have fragrance which makes them feel secure and confidence.

3. What do I want them to do?

- Want them to grab attention of perfume while scrolling
- click on the website link with the intention of buying a perfume.

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?

- **Stop Scrolling and pay attention to the ad**

1. Give away of small trial at just 30\$
 2. Cozy picture of the perfume which feels like they are on some paradise/vacation
 3. Giving them a color contrast to the ad with reduced price
 4. Telling them stating forget about your old perfumes which isn't good and last enough
- Giving them a guaranteed good fragrance and lasts up to 8hrs

- **Click on the website link with the intention of buying a perfume.**

1. 30\$ for a giveaway pack for trial
2. Making it to buy pick any top 3 perfumes
3. Don't being underconfident buy with the old perfumes Try ours "The New Bella vita".
4. Buy telling them Grab your offer before it's gone!!
5. Claim your offer at just 200\$ → Get offer

DRAFT

Reform your Fragrance game to the Next level!
with our top premium perfumes → Special discount for Newbie's !!!!!



Use code Bella123#