## WINNERS WRITING PROCESS - 1ST MISSION

**Business Type:** Mobile Phone Sims

**Business Objective:** Get more Attention

Funnel: Instagram / Meta Ads

## WINNER'S WRITING PROCESS

- 1. Who am I talking to?
  - a. People in need of a new SIM or something temporary
- 2. Where are they now?
  - a. Scrolling on insta
  - b. Current Levels:
    - Pain / Desire 4/10 : Not happy with the price they're paying and hurts their bank every month
    - ii. Belief in the idea of Phone Sims 10/10
    - iii. Trust in our company 2/10
  - c. Current State:
    - i. Overpaying / Frustrated
    - ii. Trapped
    - iii. Ignored by company
    - iv. Disattached (If no SIM)

- d. Dream State:
  - i. Don't want to be tied down to a contract
  - ii. Easy and Clear Communication
  - iii. Good Coverage
  - iv. Good Quality
  - v. Good Pricing

#### 3. What do I want them to do?

- a. Stop Scrolling and read ad
- b. Click on link with intention to either buy or switch

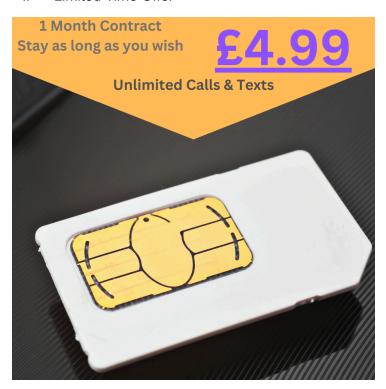
# 4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- a. Stop Scrolling and read ad
  - i. Low Price
  - ii. Big Bold Text contrasting background colour
  - iii. Peak their curiosity and make them want to stop to click on the next page of the ad
  - iv. Pain for their current state
  - v. Dangle their dream state infront of them
- b. Click on link with intention to either buy or switch
  - i. 5GB For £5
    - 1. They are offering a low price for a idea which is known to work
  - ii. Flexible 1 Month Plan
    - 1. Trying to get customers to trust them by saying "You won't be restricted and can leave whenever you want "
  - iii. Rated 4\* on Trustpilot
    - 1. Once again building trust in the company selling the product
  - iv. Which Recommended Provider 2024
    - 1. Same as before building trust in the company and idea
  - v. What they've done is taken a product which customers already believe will work and they've increased the bars on both trust in the company and value

## **DRAFT**

Rough Idea / Breakdown for Body Text:

- 1. 5GB for £5 (was £6).
  - a. Increasing value in Customers mind whilst lowering threshold for customer to buy
  - b. Clearly saying what you get / Being transparent and honest
    - . £4.99 Unlimited calls & Texts + 5GB (Was £10)
- 2. We won't tie you down with long contracts
  - a. Giving the customer control and increasing trust in the company
    - i. Come and Go when you wish
- 3. Limited time offer.
  - a. Create Pressure
    - i. Limited Time Offer



Body Text:

£4.99 Unlimited calls & Texts + 5GB (Was £10)

Come and Go when you wish

Limited Time Offer -> CTA