

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 :
 - i. 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 in front 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
 - i. £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

