

Winner's writing process — Simple DM/Email Funnel for John

Business objective: Increase revenue quickly

Funnel: Simple DM/Email Funnel

1. Who am I talking to?
 - a. Men, business owners

Generally, What Kind Of People Are We Targeting?

- Men or Women? - Men
- Approximate Age range? - 35 - 45
- Occupation? - Retail store owner, manager, director, etc
- Income level? - 52,000 on average
- Geographic location? - Not one specific location.

Painful Current State

- What are they afraid of?
 - Their company looks unprofessional or amateur
 - Feeling like they're lagging behind
 - Inconsistent peaks and lows of sales
- What are they angry about? Who are they angry at?
 - Themselves. They don't want to look bad in front of the company.
- What are their top daily frustrations?
 - Worried about not being able to retain clients
 - Overhead costs getting too high
- What are they embarrassed about?
 - They're embarrassed when their videos or photos don't look as good as their competitors do
 - Not being experts in making videos or content
 - Lack of technical skill for videos and content
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
- What is keeping them from solving their problems now?
 - They don't have the time to spend on learning how to make really good video and content

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
 - They would look really professional and smart
 - They would get compliments on their content and videos from higher ups in the business
 - They'd feel instantly more confident
- Who do they want to impress?
 - Other business owners
 - Clients/customers
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?

- They would be the go to person in the business for videos and content
 - They'd feel confident about doing any kind of project, ever.
- If they were to describe their dreams and desires to a friend over dinner, what would they say?

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
 - They believe that they're good at their job, but not good at the technical aspects like shooting or editing content
- Who do they blame for their current problems and frustrations?
 - Probably just themselves
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
- How do they evaluate and decide if a solution is going to work or not?
 - How professional the company is
 - Quick turnaround and results
 - How distinctive the company work actually is. They want something that stands out right away.
 - How quickly they respond
 - What they like about other brands
 - Good cost
 - Fast responses
 - Does the final product stand out and reflect the high standards they are aiming for?
- What figures or brands in the industry do they respect and why?
- What character traits do they value in themselves and others?
 - Professionalism
 - Honesty
 - To the point-ness
- What character traits do they despise in themselves and others?
 - Disorganisation
 - Slowness
 - Rudeness
 - Liars
- What trends in the market are they aware of? What do they think about these trends?
 - They are aware of trends toward hybrid and virtual events, increased demand for live-streaming, and the rising importance of video content in marketing. They know they need to keep up with these trends but feel overwhelmed by the technical complexity involved.
- What "tribes" are they a part of? How do they signal and gain status in those tribes?
 - They are part of professional networks related to event planning, marketing, or video production. They gain status by delivering high-quality, on-brand content and organizing seamless, well-executed events. They signal their status by sharing client testimonials, showing off their portfolio, and highlighting successful projects they've led.

Basic Avatar

[PASTE IMAGE HERE]

Name: Mark

Background Details

- Overall, he is a capable professional with a strong desire to grow, succeed, and impress others, but he is held back by technical frustrations and a lack of confidence in the areas outside of his expertise. He's in need of dependable partners who can handle the complex, technical aspects of his work so that he can focus on what he does best—strategizing, managing, and delivering standout results.

Day in the life:

- 6:30 AM
- The alarm buzzes. Another day, another scramble. He grabs his phone before even getting out of bed, scrolling through emails. The first one he opens is from a client, reminding him about the hybrid conference happening in three days. The tightness in his chest grows as he recalls the technical mishaps from the last event—sound glitches, an awkward transition between speakers. I can't let that happen again, he thinks as he stumbles into the kitchen to make coffee.
-
- 7:00 AM
- Still groggy, he sips his coffee and scans his calendar. He's got a video shoot for a corporate client next week and needs to finalize the details with his video production partner today. His mind drifts to how his competitors are always posting sleek videos and flawless event recaps on LinkedIn. He opens LinkedIn himself and sees a post from one of them: a glossy, professional video from their latest corporate event. How do they make it look so effortless? He feels a twinge of embarrassment—Why am I not producing content like that? He knows his clients expect more from him, but juggling everything has been overwhelming.
-
- 8:30 AM
- He rushes into the office, juggling a laptop and a to-go cup. As he sets up for the team meeting, his phone buzzes with another email notification. It's from his boss: "Can you ensure everything runs smoothly for the event on Friday? We can't afford any technical hiccups again." He sighs, running a hand through his hair. Great, another reminder of last quarter's disaster. His reputation is on the line, and he knows people are starting to question his ability to handle these larger, more complex events. I can't afford another misstep.
-
- 9:00 AM
- The team meeting begins. His project coordinator reviews the tasks for the week, including updates on upcoming video content and event logistics. When the conversation shifts to the hybrid event, he feels the need to reassure everyone. "This time, I've got Paolo's team handling all the tech," he says confidently. "They're pros at this. We won't have the same issues." But deep down, he's still anxious. What if something still goes wrong? What if Paolo's team misses something? He can feel the team's eyes on him, expecting flawless execution.
-
- 10:30 AM
- He retreats to his office to finalize the details for next week's corporate video shoot. It's for a client who's known for being picky. As he types out the email to Paolo's team, outlining what needs to

be done, he finds himself second-guessing every word. Do I have all the right equipment lined up? Will the shoot reflect the client's brand perfectly? He knows that if this project doesn't stand out, it could be a missed opportunity to impress both his client and his boss.

-
- 12:00 PM
- Lunch break. He's meeting a colleague for a quick bite, but his mind is still racing with to-dos. As they sit down, his friend asks how the hybrid event prep is going. He vents: "I feel like I'm constantly one technical failure away from everything blowing up. It's so frustrating—I just want everything to go smoothly for once. I'm doing all this prep, but I still feel like something will go wrong." His friend nods in understanding, offering a few suggestions, but it doesn't ease the pressure. He knows what's really bothering him—he's falling behind competitors who seem to be mastering this game effortlessly.

-
- 1:00 PM
- Back in the office, he reviews the script for the promotional video. It's coming together, but something feels off. Will this really resonate with the audience? He starts thinking about how the competitor's video had that "wow" factor. He wants that, too. Why can't I get the same level of polish? The problem isn't his team—it's that they're stretched too thin, and outsourcing feels like giving up control. But if he wants to compete, he knows he needs help. I should've brought Paolo's team on for this, too.

-
- 3:00 PM
- A call with his boss. The topic? Friday's hybrid event, of course. His boss is polite but firm: "We can't have another tech issue like last time. Are you sure everything is covered?" He reassures his boss, but inside he feels like he's teetering on the edge. They're counting on me to make this work, but what if it falls apart again? His reputation—his career—seems to hinge on this.

-
- 5:30 PM
- The day finally winds down, but the work doesn't stop. On his drive home, he starts thinking about next month's big in-person seminar. He's been meaning to reach out to potential new clients, but how can he focus on growth when he's barely staying afloat with current projects? He flips through the mental to-do list: finalize video shoot logistics, confirm event streaming details, check equipment for Friday's hybrid event, and somehow carve out time for a networking dinner tomorrow night.

-
- 7:00 PM
- At home, he's still working—this time from his laptop on the couch. His partner sits beside him, watching TV, but he's too distracted to pay attention. He opens his inbox one more time, typing a quick message to Paolo about adding another tech rehearsal for Friday. Better safe than sorry, he thinks, though part of him wonders if he's being too cautious. But with so much on the line, it feels like there's no room for error.

-
- 10:30 PM
- He finally closes the laptop, but sleep doesn't come easily. He lies in bed, replaying every detail of the upcoming events in his mind. What am I missing? he wonders. He imagines a world where everything goes off without a hitch—no technical issues, no last-minute crises, just seamless, high-quality execution. He thinks about how much easier his job would be if he could offload more of the technical side to reliable partners like Paolo. If only every project ran that smoothly, he muses before eventually drifting off.

2. Where are they now?
 - a. Scrolling on Facebook
 - i. Bored
 - ii. Numb, passing the time
 - iii. They already follow my client on Facebook
 - b. Stage 4 market sophistication
 - c. Levels
 - i. Awareness - product aware
 - ii. Desire - low
 - iii. Trust - moderate to high
 - iv. Certainty - moderate
 - d. Current state
 - i. Worried about some big event or content they need to get done for their business, just putting it off and procrastinating
 - ii. Doomscrolling
 - e. Dream state
 - i. The event or content they're planning goes super well. They get lots of compliments from their customers on it online and they might even get a raise.
 - ii. They look professional and like an expert
 - iii. Compliments
3. Where do I want them to go?
 - a. Stop scrolling
 - b. Read the post
 - c. DM the word "PHOTO" to my client
4. What are the specific steps in between where they are now, and where I want them to go?
 - a. Stop scrolling
 - i. Attention-grabbing image that conveys the direct offer
 1. High saturation + contrast
 2. AI
 - b. Read the post
 - i. Giving the reader three reasons why they should take the offer ASAP
 1. Urgency
 2. Connect to their ideal dream state where everybody thinks they're super professional
 - c. DM the word "PHOTO" to my client
 - i. CTA at the bottom of the post

DRAFT

Image:



Body Text:

Three reasons to get this offer now, not later.. 📌

Fast + Proven Results: Start showing off your business and make your brand the BEST option for your customers.

Limited-Time Discount: I can only take on so many clients. Secure your spot before you lose it. The offer ends on the 26th October!

Improve Your Credibility: “Wow” your clients and colleagues with content that instantly turns heads and shows how seriously you take your business.

✉️ Message/email me the word "PHOTO" now to secure your spot now and get started!

DM/Email conversations:

Conversation 1:

Prospect:
PHOTO

You:
Hey [Name]! Thanks for reaching out. I'd love to help. Do you have a specific project or idea in mind?

Prospect:
I need new photos for my website and social media. My current ones are outdated.

You:
Got it! What kind of vibe are you aiming for?

Prospect:
I'm thinking that _____.

You:
Yeah, fair enough. I've worked with brands like Microsoft and TikTok with that style. If you're ready, I can book you in for this offer today.

Prospect:
Sounds good! How much is it?

You:
The package is [Insert Price]

Prospect:
Let's do it! How do I pay?

You:
Perfect! You can pay via [insert payment method]. I'll send you a link right now. Once that's done, we'll schedule.

Conversation 2:

Prospect:
PHOTO

You:
Hey [Name], thanks for reaching out! What kind of project are you working on?

Prospect:
Yeah, I'm thinking about getting new headshots and maybe some content for my website, but I'm still not sure.

You:

Got it! I know it can feel like a big decision. Fresh content does wonders for keeping people engaged online. What's holding you back right now? Maybe I can help with any questions!

Prospect:

I'm just worried it might not be the right time. I've got a lot going on at work, and I'm not sure I can focus on this right now.

You:

I hear you! Life gets busy. You just show up, and I'll make sure everything runs smoothly in less than a couple hours. Plus, getting this done now means you'll have one less thing to worry about later when work ramps up.

How about we lock in a spot, and we can schedule it around your schedule? Keep in mind I can't run the offer forever though.

Prospect:

That makes sense. Okay, let's go ahead.

You:

I'll send the payment link your way. Thanks, man.

Conversation 3:

Prospect:

PHOTO

You:

Hey [Name]! Awesome that you reached out—let's get you set up, is there a specific project you've got in mind?

Prospect:

I'm looking to update the photos on my website. It's been a while.

You:

Perfect. I'd love to lock this in for you before those slots fill up. Are you ready to go ahead and book?

Prospect:

I'm interested, but I'm still thinking about it.

You:

Totally get it. Please keep in mind though, I'm expecting those spots to go fast, and I'd hate for you to miss out. If we book now, you'll be set for the offer, and you won't have to regret it later.

Sound good to secure your spot today?

Prospect:

Okay, let's do it. How do I pay?

You:

Awesome! I'll send over the payment link right now, and once that's set, we'll schedule the shoot and start planning your new photos. Appreciate it. 🙌