

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: E-commerce Store

Business Objective: Get more sales

Funnel: Meta ads

WINNER'S WRITING PROCESS

Who am I talking to?

→ Middle class people who want quality products in cheap rates.

Where are they now?

→ On the landing page

→ Current level

- Desire : Probably 8/10 because they are currently on the landing page.
- Belief: Probably 7/10 because customers need to pay after they get their product, it's a COD payment method.
- Trust: 6/10 because of its following.

→ Current State

- Feeling poor
- Want good quality products that mostly rich people wear but

- can't afford it.
- Dream State
 - Feel rich
 - Wearing good quality product
 - Looking nice
 - Show off What do I want them to do?
- Buy/CTA

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

- Read the catching phrase
- Read 60% discount which is written in bold
- Read the rates compared to market rate
- Read good customer reviews
- Buy/ CTA

DRAFT

“ Buy 1 get 1 free”.

60% discount offer valid till next 16 hrs.

4000rs → **1500rs.**

“ Amazing quality products for prices I didn't think were possible”. ~
Rabia Ahmed

“ Recommended, Great quality and affordable prices”. ~ Anwar