

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Custom Event Creations

Business Objective: Increase followers and generate leads

Funnel: Social Media

WINNER'S WRITING PROCESS

1. Who am I talking to?

Individuals and businesses seeking custom, memorable event experiences, ranging from personal celebrations like weddings and parties to corporate events, who value creativity, attention to detail, and personalized service.

2. Where are they now?

- a. Scrolling on Insta
- b. Current Levels
 - i. Pain/Desire: 8/10 as people highly value the expertise, creativity, and stress-free experience provided by professionals to ensure their event is unique,

memorable, and perfectly executed, aligning with their vision without the burden of planning it themselves.

ii. Their belief in Custom Event Creations is 8/10

lii. Trust in custom event creations is 4/10

c. Current State

i. engaged in active event planning

ii. stressed by planning details

iii. desiring professional expertise

iv. Searching for trustworthy recommendations

d. Dream State

i. the setup was lovely

ii. affordable prices

iii. showing people how you do event setups

3. What do I want them to do?

a. Stop scrolling and see interesting content

b. Check profile and follow

c. Pay for service

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, see interesting content and follow

i. Engaging video of a custom event being done

ii. Balloon designs of big numbers and words

iii. music playing behind some of the posts

c. Pay for service

i. link to the website

li instagram highlights of testimonials

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