

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** Mortgage advisor

**Business Objective:** guidance on the financial aspect of purchasing a property, including how much you can afford to borrow and what mortgage options are available to you.

**Funnel:** social media / web funnel

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## WINNER'S WRITING PROCESS

Who am I talking to?

I will be talking to:

Those who need help with the complicated process of buying a home

Those who don't understand what a mortgage is

Those in a position they do not want to be in (parents house, friends, short term property, rental)

Those with irregular income

People buying unusual properties: A mortgage broker can help find lenders who specialize in certain types of properties.

People who are already in the loan underwriting process: A mortgage advisor can help with tricky situations that might arise.

Ages ranges can vary but people who need the most help range from 19-26

## Where are they now?

Scrolling on social media/ searching for help with a mortgage  
They are wanting their dream state which would be to have a house

## What do I want them to do?

See my ad and stop scrolling to allow them to help themselves.  
watch /read ad till end  
Click the link to book call, take further by eventually agreeing and signing a mortgage agreement  
getting the client paid

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

Based on the research conducted I need them to feel heard and to show them that the idea of a mortgage is not as "scary" or as complicated as one might think. I need them to realize they can help themselves in their current situation and understand that it is possible.

At the moment I believe that their current pain levels are quite low at around a 3/10 so I might want to bring this up, to do this I must highlight that they are not where they want to be.

I put their trust very low (2/10) as well as they very well might not know what a mortgage is so I need them to be able to trust what I dangle in front of them (state simple facts, show simplicity- people like an easy fix get them to book a call)

# DRAFT

Begin Your life changing path to home ownership Today!

Your dream home could be as little as a phone call away, at [Company Name] we make your mortgage experience simpler than ever- no need to stress about the myth of 20% deposits. Whether you are a first time buyer or are looking to climb the ever expanding ladder, we tailor solutions to fit your unique situation.

Why should it be complicated?

We pride ourselves in securing the best mortgage options for you, so you can focus on making your house a home.

Are you ready to take the first step? Book an appointment now and lets make your home ownership journey a reality.