

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Manifestation & Transformation Life Coach

Business Objective: Get more leads for her FREE online webinar

Funnel: Meta-ads

WINNER'S WRITING PROCESS

Who am I talking to?

- Women from ages 30-55.
- Average monthly income 3k-4k,
- Married and children.

Where are they now?

- Painful state
 - They currently lack self-confidence.
 - Lack motivation to change their current lifestyle and habits.
 - Scrolling on Facebook and Instagram.
 - Every morning they wake up with no happiness or energy.
 - They currently have no goals in their lives, just living day by day going through the motions - wake up, get to work, go home, make dinner, binge watch/scroll, go to sleep, repeat.
 - They feel empty inside.
 - It feels like their lives lack purpose and direction.
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- Dream state
 - They feel stronger inside and more self-confidence.
 - They feel motivated and inspired to live an authentic life with a purpose and direction.

- Every morning they wake up with happiness and ready to take on the day and whatever challenge they face.
- They have specific goals they are trying to reach.
- They feel more positive and productive in their everyday lives, which helps improve relationship with family and co-workers.
- They think they deserve to live a better life.
- They have manifested their goals and dreams.
- They are better at living in the moment and being positive.
- Roadblocks
 - Their roadblock keeping them from reaching their dreamstate is the fact that they don't know what their goals or dream life is.
- Mechanisms/solution
 - The mechanism/solution is the 3 simple steps that help you start manifestation.
- Awareness level 2-3 problem aware (might also know about coaches or believe therapy could help them) - call out problem then offer solution / call out solution and offer product.
- Sophistication stage 4-5 - show why mechanism is better than everyone else's / identity play or creating new mechanism to reset market to stage 3
- Levels
 - Pain/desire - moderate to high.
 - Belief in idea - moderate - (most likely heard about it before)
 - Trust - low to moderate - (13k IG followers)

Where do I want them to go?

- Stop the scroll.
- Read the ad.
- Click the CTA and sign up for free webinar.

What do they need to see/feel/experience to get to where I want them to go?

- Stop the scroll.
 - "When you look back on 1956" - creates the desire of wanting to look back on the year and pat yourself on the back for all of your accomplishments and efforts.
- Read the ad.
 - Subheadline connected to desire and a dash of credibility boost.
 - Relate to current state.
 - Present mechanisms/solution in a curious way and how it the fastest and easiest way of reaching their dreamstate.
 - CTA.
- Click the CTA and sign up for free webinar.

1st draft

When you reflect on 2024, will you see the year when you finally started manifesting your dreams?

If you feel like you're just going through the motions day by day, there's an easy way to turn this on its head.

There are 3 powerful steps to start manifesting the life you were meant to live.

And no, it won't take hours of your day.

In fact, you can go through these 3 steps in less than 10 minutes.

These steps are designed to help you wake up each morning with purpose, joy, and confidence...

... empowering you to live a life filled with happiness and direction.

Click "Learn more" and start your journey to a more fulfilled life today!