

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** Electronics Store

**Business Objective:** Grab their attention

**Funnel:** FB / Paid Ads

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## WINNER'S WRITING PROCESS

### 1. Who am I talking to?

- a. People who like technology and computers.
- b. Gamers looking for new PC's
- c. People looking for electronic parts / accessories

### 2. Where are they now?

- a. They're scrolling on FB
- b. Current levels:
  - i. Pain/Desire → 2/10 they're not actively looking for a new electronic device. But they might like to have a new phone, laptop, etc. If there's an offer ofc.

- ii. Belief → 1/10 They're not offering a specific offer for their products. Their current Ads are about general offers. Nothing really catchy.
    - 1. They also have an offer for CPU Coolers. But if I'm not interested I'll just pass the Ad.
  - iii. Trust in the Company → 2/10 They have 10k+ Followers on FB. So as a customer that would impress me and make me feel they're a trustable and legit business.
    - 1. They also have 5 franchises around California.
- c. Current state
  - i. They have a PC, laptop or a phone right now.
  - ii. They might need a NEW accessory for their phone / laptop or PC
- d. Dream state
  - i. Amazing customer service explains everything you need with multiple options to choose from
  - ii. Reasonable prices
  - iii. Great spot for all your electronic needs
  - iv. Staff knowledgeable and friendly
  - v. Great place to shop for tech devices reasonable pricing and good quality

### 3. What do I want them to do?

- a. Stop scrolling in autopilot
- b. Get interested on the product I'm offering

### 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 in autopilot
  - i. Big Offer with the number as the main attraction
  - ii. Images of the tech components they could have with the coupon
  - iii. Using "NEW Customer Exclusive" to make it look more premium
- b. Click the link to buy the product I'm offering
  - i. Over 25,000 of the best PC & electronics deals are only a few miles away! Our top-rated staff are ready to help you choose the best gear for your next PC build or upgrade. Plus, everything's in-stock so you can get it now! \*New Customer Exclusive\*
    - 1. Stock Numbers + Product Deals + Make it easy. Talk about the staff. Complete Availability
  - ii. Get \$20 OFF for any DDR4/DDR5 RAM! → Get Offer
    - 1. Clear and direct CTA.

2. Offer + Products → Get Offer

**DRAFT**

**Get the best deal with**

**\$15 OFF**

**For your Graphic Cards  
SSD, Cooling or RAM**

(With coupon)

**NEW  
Exclusive  
Deal**

**CENTRAL  
COMPUTERS  
SMART TECH STORE**

**Body Text:**

23,000+ of the best PC components for you in 5 different locations across California. Our amazing customer service explains everything you need with multiple options to choose from. Get our expert and friendly staff to lay out every accessory you need!

Join 144 satisfied customers with 5 stars reviews: "I've been doing business with central computers for years!... I'm very, very happy with the service and the competitive reasonable prices!" - Gary L.

Get a \$15 OFF on your NEW components! → Get Offer