

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: AAU Basketball

Business Objective: Get people to sign up

Funnel: Search funnel/ content page

WINNER'S WRITING PROCESS

1. Who am I talking to?

- Parents
- Young athletes
- Boys
- Girls
- Inexperienced basketball players
- Experienced basketball players

2. Where are they now?

- Searching on the internet for AAU sport programs
- Looking at other program's content page

3.What do I want them to do?

- I want them to feel like this program can offer a good experience for young athletes
- Trust that this is a high level basketball program
- Believe that this program is high level and professional

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?

- They need to see their desires (youth aau teams, highschool aau teams, training clinics, competitive tournaments,)
- They need to believe in what we have to offer (preparation for high school basketball and college level basketball, high level coaching, positive role models for young athletes, and an organized program with best interest in mind.
- They Need to trust that we are qualified and have the resources to develop young athletes into skilled basketball players, or already skilled basketball players trust that we have the recognition, mentors, and coaches to guide them and improve their skills.

• DRAFT



