

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Haberdashery/Tailor

Business Objective: Increase number of custom suits sold by the end of October by 5%

Funnel: Facebook ads —> webpage

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Men 20-30: buying to impress professionals
- b. Men 30-45: buying to stay in style
- c. Solution aware
- d. Market tires of claims/Market tires of your mechanism

2. Where are they now?

- a. Scrolling on facebook
- b. Current levels
 - i. Pain/Desire - 5/10
 - 1. Some sense of urgency but is not currently seeking a solution
 - 2. Wants a tailored suit that perfectly fits and reflects personal style.

- 3. Personalized service and expert guidance in fabric and style choices.
 - 4. Local, reliable service with fast turnaround and final fittings.
 - 5. Afraid of not looking their best
- ii. Belief in the idea - 6/10
 - 1. Good suits are hard to find without paying a premium.
 - 2. Local businesses are more trustworthy and provide better service than chain stores.
 - 3. Custom suits are worth it because they fit perfectly
- iii. Trust in the company - 4/10
 - 1. Moderate trust in The Natty Dresser due to its local presence and 10-year history.
 - 2. Trust in the expertise and reputation of the store but may still be skeptical about the value proposition compared to well-known brands.
- c. Identity Product

3. What do I want them to do?

- a. Buy a custom suit

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. 20-30: Need to feel that they will be more impressive and outstanding than others in their tribe, need to feel that they will be more confident with custom clothes
- b. 30-45: Need to feel that they will stay looking better and have more standing in their tribe, need to feel that they are making a worthwhile investment
- c. Need to trust that they are getting a high quality product

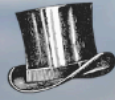
DRAFT

- “Dress Well, Be Confident, Find Success” - motto of The Natty Dresser

Fb ad text:

- Regain confidence in your body with a suit designed just for you. At The Natty Dresser, our expert tailors create custom-crafted suits that capture your unique style, ensuring you look sharp and feel your best. Book an appointment on our website today and step into a suit that's more than just clothing—it's your statement Dress Well, Be Confident, Find Success.

- Why blend in with off-the-rack when you can own a suit made just for you? At The Natty Dresser, our expert tailors craft each piece to fit your body and style perfectly, using the finest fabrics available. Feel the difference of wearing a suit that allows you to experience confidence like never before. Don't just fit in, find your own perfect fit. Visit us today or book your appointment online to experience the difference. Dress Well, Be Confident, Find Success.
- Tired of wasting money on suits that don't bolster your confidence? It's time to invest in quality that pays off. At The Natty Dresser, our custom-tailored suits are crafted from the finest materials and built to endure, giving you unmatched style and confidence for years to come. Visit us today or book your appointment online to experience the difference. Dress Well, Be Confident, Find Success.
- Don't just buy a suit; invest in your legacy. At The Natty Dresser, our custom suits are designed to last, providing timeless style, perfect fit, and unmatched quality that speaks volumes about who you are. Visit us today or book your appointment online to experience the confidence of wearing a suit crafted just for you—one that reflects your success and endures for years. Dress Well, Be Confident, Find Success.
- Elevate your style with clothing that speaks to your success. At The Natty Dresser, we believe in investing in quality pieces that go beyond trends, helping you make a lasting impression among your family, friends, and coworkers. Discover the transformative power of custom clothing that fits perfectly and reflects who you are. Visit us today or book an appointment online to redefine your wardrobe. Dress Well, Be Confident, Find Success.
- Don't just wear a suit, wear a statement. At The Natty Dresser, our custom-tailored suits are crafted to reflect your unique style and stature, making every room yours. With expert local tailors and world-class fabrics, you're not just investing in clothes; you're investing in yourself. Book your appointment on our website or visit us today to experience the difference. Dress Well, Be Confident, Find Success.



The
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Purveyors of Quality Menswear

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SWAlbany,
Oregon



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