

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Business Service

Business Objective: Help people find and sell a product to quit their 9-5 jobs

Funnel: Paid Ad

WINNER'S WRITING PROCESS

1. Who am I talking to?

People who have had enough of their 9-5 jobs and are looking for a way out of the rat race. Who want to earn a living working for themselves not someone else. Who already has an interest in running an ecom store

2. Where are they now?

Scrolling through social media

pain/desire - 6 - everyone would like to earn a million dollars and not have to work for

someone so they do quite well with the copy. Touches on the main pain point of who they are targeting.

Belief - 6 - its a printed book which ads credibility.

Trust in "Amazing.com" - 6 - they use big entrepreneurial names to ad credibility and also use testimonials that it actually works. They also use an as featured in section which also harbors a lot of big company names

- Current state - living a life of struggle, don't have any time to do what they want to do or spend time with their familys
- Dream state - to be able to do what you want to do when you do it and earn whilst you sleep. Not have to do much work.

3.What do I want them to do?

- Stop them scrolling
- So they can click on the ad

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?

Stop scrolling so they can read the ad

- Demonstrate what your life can be like if you have this book
- Orange colors to draw your eyes attention to the ad
- Large writing on the cover of the book with a large sum of money - draws attention
- Uses financial freedom as a way to get into the pains/desires of the audience.
- Uses subtitles so if you can't listen, you can read the video instead.
- Touches on the basics of what the book is and how its going to help - step by step guide
- Its "FREE"

Sleep Well, Earn Better! Imagine a life where your income flows even when you're asleep.

Control your earnings, enjoy more family time, and embrace the lifestyle you've always dreamt of.

Dive into the Million Dollar Brand Book and turn dreams into reality.

FREE Copy Available Now- Click learn more to get yours.

Click the link so the prospect can order the book

- Uses FREE to get the audience to click on the link
- Addresses the audience directly
- Dream state - Financial freedom
- CTA - Click learn more to get yours

FREE Copy Available Now- Click learn more to get yours.

Your Guide to Financial Freedom: The Million Dollar Brand Book!

DRAFT

Imagine a life where your income flows even when you're on holiday or spending time with the family.

Embrace the life that you've always dreamt of and never have money worries again.

Dive into the Million Dollar Brand Book and turn dreams into reality.

Get your FREE copy by clicking the link below

The #1 Book to Financial Freedom: The Million Dollar Brand Book!