TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: E-learning

Business Objective: increase subscriptions

Funnel: Meta Paid ads

WINNER'S WRITING PROCESS

1. Who am I talking to?
    a. Guitar Lovers who want to learn how to play the Guitar
2. Where are they now?
    a. Scrolling FB and IG
    b.   b.Current Levels :
        i. Pain / Desire: 4/10 dream of becoming guitarists
        ii. Belief in the idea : 6/10
        iii.   iii.Trust in Guitar tricks : 6/10
    c. Current state
        i. Procrastinating learning Guitar
        ii. Don't have time to go to offline schools
        iii.   iii. Don't want to commit to offline lessons
        iv.   iv. Want to learn on their own , don't want to go to a teacher.
        v. Very expensive to go to the nearby academy
        vi.   vi. Frustrated
    d.   d.Dream State
        i. Find a convenient way to learn the guitar
        ii. Online education really works !
        iii.   iii.Affordable cost
        iv.   iv.Start the journey to become a cool guitarist
3. What do I want them to do?
    a.   a. Stop scrolling and see/read the ad
    b.   b.Click the link to the landing page and try a free lessons then subscribe.
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 and see/read the ad
        i. Discount Code
        ii. Limited time (create sense of urgency)
        iii.   iii.Demonstrate dream state (photo of someone playing the guitar)
        iv.   iv.Ad text : " 💰💰 For your eyes only: Use code SAVE20 at checkout for 20% off your first subscription payment with Guitar Tricks. Learning guitar 🎵 has never been sweeter. Sign up today!"
        v. Offer : 20% discount
    b. CTA :"sign up"

Get a 20% discount and start learning now from the best music instructors !
Watch lessons anytime , anywhere … Sign up now !

(Link)

Original Ad	My Client Draft
💰💰 For your eyes only: Use code SAVE20 at checkout for 20% off your first subscription payment with Guitar Tricks. Learning guitar 🎵 has never been sweeter. Sign up today!	Become a musician ! Get a 20% discount and start learning now from the best music instructors ! Watch lessons anytime , anywhere … Sign up now !