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. 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. 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)

 - v. Offer: 20% discount
 - b. CTA: "sign up"

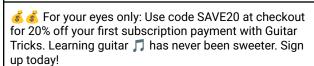
Get a 20% discount and start learning now from the best music instructors ! Watch lessons anytime , anywhere ... Sign up now !

(Link)

Original Ad

My Client Draft







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