

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Business to Consumer

Business Objective: To Attract Leads for Training Challenge

Funnel: Ad - Opt in - Intro Email with Training Challenge Link

WINNER'S WRITING PROCESS

1. Who am I talking to?

I'm talking to dog moms who are 30-45, they work at offices and at home, they have some extra income.

2. Where are they now?

They're feeling embarrassed with their dog's behaviour because it reflects badly on them as an owner especially when they encounter other dog's people, their neighbours or when they have guests around.

They feel frustrated because they've tried different training techniques, they've been using youtube to look for tutorials, they've been trying positive reinforcement. Even when they make progress, they lose it all when they're actually outside and the dog doesn't end up paying attention to them.

They are tired of having to pull on the dog and the dog pulling on them, they want to physically be able to protect them while not getting physically hurt themselves.

They're afraid of not being able to control their dog in situations that they know will arise during their dog walks.

3. What do I want them to do?

I want them to click the link to sign up for the opt in.

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 a low threshold task that helps them take action on their problem.

DRAFT

20 second ad

Simple hook

Tired of juggling your phone, coffee, and dog leash? 🐾 Our hands-free dog leash lets you walk or run effortlessly while keeping full control of your dog. With shock-absorbing bungee to handle pulls, padded control handles, and a built-in pouch for all your essentials, it's the ultimate leash for stress-free walks.

Get yours now and make every walk smoother and safer!

What is the common shared trait in the market

Hey if xyz is true, this is true

Hey if xyz, then this is for you

Hey if xyz, then you should watch this

Well, if you're trying to fix this, you've probably heard people telling you to try youtube or watch this youtube or that youtuber

But if you don't do anything about this, it could get even worse

You could go to a dog boarding school or have someone take your dog off you but you don't build the bond or relationship with your dog

Text should follow the script, should have some music and animations if possible

What would happen if they don't solve is the dog needs exercise

It can be an issue when they walk in the park or down the street

You can call them out directly “Dog owners”

Click the link below to sign up for our free 3 training day challenge

Simple works. Is it clear why they should do this, or why they should do it now?

Talking to the camera, good setup, make sure it's clear, add movement

Every 3 seconds, there is a different angle.

Zoom and B roll is useful for movement.

Camera should be at eye level.

The start is the most important part.

Don't make it too long.

Call them out when they're problem aware

You amplify the problem

Add in the implications

Urgency and Scarcity

Give them a solution

Problem

Dog owners!

Are you struggling with your dog walks?

Agitate - Feed their words back to them

Let's face it...

It can be embarrassing when your dog starts getting out of control

Especially around other dogs, in dog parks or around your neighbours

After all, tugging your dog just ends up making you feel guilty and isn't easy on your shoulder either

Not only is it a hassle for your dog to be pulling on you in the first place but it could also mean that you have an unhealthy relationship with your dog

It's not enjoyable

Solve

You know the issue could get worse especially if you have a bigger dog that can pull you down or you don't feel in control of situations your dogs get you into

You might have even been watching Youtube videos, trying different training techniques, only for your dog to not pay attention when you're actually out on your walk

Then we know how annoying it can be, which is the exact reason why we're offering a FREE 3 day training challenge

We've helped over 400 dogs and puppies feel calmer to the point they don't need a leash anymore

To sign up for your spot before we reach capacity, click the link below to claim your spot

Hey dog owners!

Are you struggling with your dog walks?

Let's be honest...

When your dog gets out of control around other dogs, neighbours or even at the dog park... It can get really embarrassing

After all, tugging on your dog doesn't help because it hurts your shoulders and you feel guilty for tugging back

You've probably watched a couple Youtube videos to get help, you might've even tried a few training techniques, but it's difficult to get your dog to pay attention when you're actually on the walk

Which is why we're offering a FREE 3 day training challenge at the end of October so you can learn how I've helped over 400 dogs and puppies become calmer and easier to walk with

Click the link below to claim your spot before we reach capacity

Dog Owners!

Is your dog pulling on the leash every time you go for a walk?

Let's be honest...

When your dog gets out of control around other dogs, dog owners and even your neighbours...
It can get super embarrassing.

That's not to mention how frustrating it can be to play tug of war

With your dog choking themselves

And with your shoulders and wrists feeling sore after every walk

So what can you do about it?

Try a harness instead...

Or

Try your 23rd training technique you learned from youtube

Or

Just stop dog walks altogether?

Here's our solution; We're offering a FREE 3 day challenge to help your dog deal with distractions on walks; so you can finally enjoy walking with them

Claim your spot by clicking the link below

Hey, if your dog is pulling on the leash, then this video is for you

It can be embarrassing when your dog gets out of control...

Around other dogs, dog owners and even your neighbours

That's not to mention how frustrating it can be to tug the leash back and forth with your dog

They end up choking themselves, making you feel bad

And you finish the walk with sore shoulders and wrists

So what's the solution?

You might've tried watching Youtube videos and trying training techniques

But your dog never actually pays attention during walks

You might've thought of getting a harness

But that doesn't actually stop the pulling

Which is why we're offering a FREE 3 day training challenge at the end of the month to

Help your dog deal with distractions and to make you a more confident dog parents

Click the link below to claim your spot

https://drive.google.com/drive/folders/1-WgeFG6i5RYNEimrixioNU6RVGloyISg?usp=drive_link