TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: coffee

Business Objective: get more attention

Funnel: facebook add

WINNER'S WRITING PROCESS

- 1. Who am I talking to?
 - .People interested in starting a new coffee that has mushrooms that boosts your focus and that is organic, lessens brain fog ect.
- 2. Where are they now?
 - .Scrolling on facebook
- 3. What do I want them to do?
 - .I want them to click on my ad and go directly to the website.
- 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. Starter pack that entitles you to discount
 - b. Free accessories on the first buy
 - c. A valid reason to get them to believe they are upgrading their coffee.
 - d. A money 60 day money back guarantee.
 - e.Bright unusual colors that stand out amongst boring posts.
 - f. Big letters that stand out so you don't miss the deal

DRAFT

