

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** coffee

**Business Objective:** get more attention

**Funnel:** facebook add

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# 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**

***68% off  
starter pack***

***1x bag + free  
accessories***



[Upgrade your daily coffee](#)

[🍄 60-Day Money-back Guarantee](#)

[👉 Shop Now](#)

