

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Breath trainer

Business Objective: Get more attention that leads to sales

Funnel: Paid ads Instagram/FB

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. A person who wants to improve their breathing (Male/Female). Anyone who's scrolling on social media .

2. Where are they now?

- a. Scrolling on social media (instagram)
- b. Current state
 - i. Pain/desire- most likely dont have big health issues (scrolling and seeing the post of this exercise machine sparks a thought in their head probably thinking (It would be sick if I could run more and my stamina would be through the roof)

- ii. The trust/idea in the product is low,I think It's because It's fairly new and one of the scientific researches were made in 2013
 - iii. Trust is low It's a small business On Instagram they only have 334 followers the product Itself is fairly new. But the idea of breathing exercises Isn't new.
- c. Current state
 - i. Scrolling on social media, not directly looking for this type of product shortness of breath, low levels of stamina, unhealthy lungs, mucus in throat
- d. Dream state
 - i. Healthy lungs, taking deep breaths without coughing, having a bigger endurance, better sleep, helps with asthma, stress free.

3.What do I want them to do?

- a. Stop scrolling, read the ad, click to sales page to purchase the product.

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
 - i. Show them the product
 - ii. Press on the biggest desire something like (boosting sports performance)
 - iii. Drip some other benefits (maybe one or two but not giving them all away)
 - iv. Make the AD appealing to the reader (dark background) bright text
- b. Caption talking a bit more about the product (specifically the benefits that it brings) See results in the first 5 days

DRAFT

*This wouldn't be the advertisement picture just using it as an example (My advertisement would be similar maybe adding a photo of a person exercising) Don't have canva plus yet so I couldn't make an ad that I liked.



Imagine waking up full of energy, and feeling like a superhero. 🌞💪

Our Breath Trainer is here to help you unlock your body's full potential

- ✅ Enhance stamina for activities and your daily life
- ✅ Enjoy deeper, more relaxing sleep
- ✅ Heal your lungs without any medicine

Ready to breathe deeper, feel stronger, and live better? Tap to learn more! 👉