# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

**Business Type:** Supplement Company

**Business Objective:** Increase Sales

Funnel: Via Social Media

#### WINNER'S WRITING PROCESS

#### 1.Who am I talking to?

- a. Watching YouTube
- b. Scrolling on Instagram
- c. People seeking good quality supplements (clean products and good taste)
- d. People who are vitamin and nutrient-deficient
- e. People who want to lose weight, gain muscle, get healthier, etc.

#### 2. Where are they now?

- a. Watching YouTube or scrolling Instagram
- b. Current levels
  - i. Pain/Desire Wants to get fit and stop being unhealthy 9/10
  - ii. Belief in the idea of supplements 6/10
  - iii. Trust in the products 8/10
- c. Current State
  - Not energized

- ii. Can't sleep well
- iii. Not sleeping and recovering well
- iv. Not getting any stronger
- d. Dream State
  - i. Decides it's time to get fit and start looking for supplements
  - ii. Aims to find affordable supplements by looking at social media
  - iii. Find the ones that will help achieve their fitness goals
  - iv. All to feel stronger and better than ever

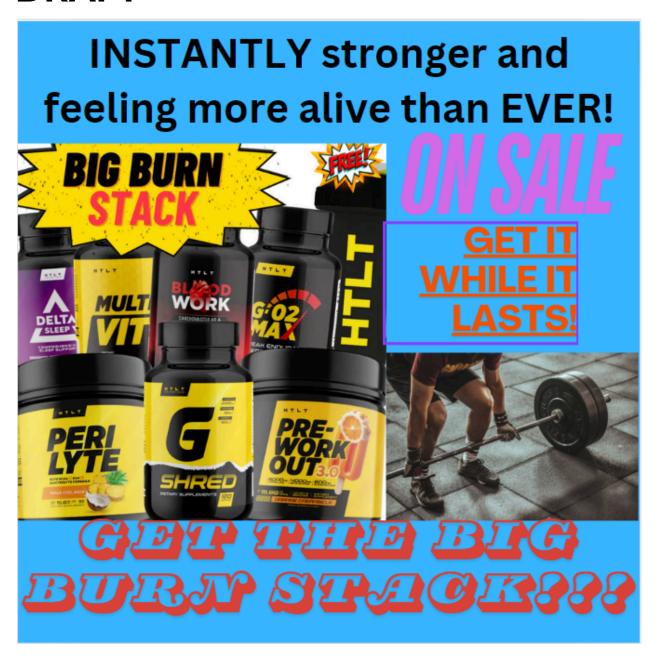
#### 3. What do I want them to do?

- a. Stop watching the video and click the link to shop the supplements
- b. See that the supplements are credible, good quality, and affordable
- c. Decide to make a purchase

## 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. Affordable prices
- b. Testimonial showing the products work well
- c. Sales and promotions to grab attention
- d. Relate to them and show why they need the product and how it will help them

### **DRAFT**



Go out and buy the Stack while the promotion lasts! -> CTA

#### Rough outline:

- Your health is valuable, that's why we are here to help.
  - o Optimize your nutrient consumption within your daily routine

- Are you ready to feel stronger and more alive than ever?
  - o Competition and training are the basis for our innovation.
- We have the cleanest and highest quality supplement goods out there!
  - No stevia, no stabilizers, no junk.
  - Products are clean and pure. Best vegan protein with no side effects. No bloating, no gas, no heartburn.