

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
 - i. 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

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INSTANTLY stronger and feeling more alive than EVER!

BIG BURN STACK

ON SALE

GET IT WHILE IT LASTS!



GET THE BIG BURN STACK!!!

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.
 - Optimize your nutrient consumption within your daily routine

- Are you ready to feel stronger and more alive than ever?
 - 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.