

Winners Writing Process → blog post copy.

What Specific Business Objective am I seeking to accomplish?

I am seeking to lead people to our resources in order to gain trust and authority within them → leading them down the funnel to eventually contacting us.

I am seeking to have CEOs & Decision makers at 6-8 Fig companies fill in their information and contact us in regards to receiving solutions to their packaging.

What Part Of The Funnel Is Needed?

-I will need to have a piece of copy on the homepage below the blog posts, re-directing them to the actual blog posts → Which they will read, we will shift beliefs, and position everything else to achieve whatever they're reading as hard

And positioning US as being the effortless way of achieving this.

Who Am I Talking To?

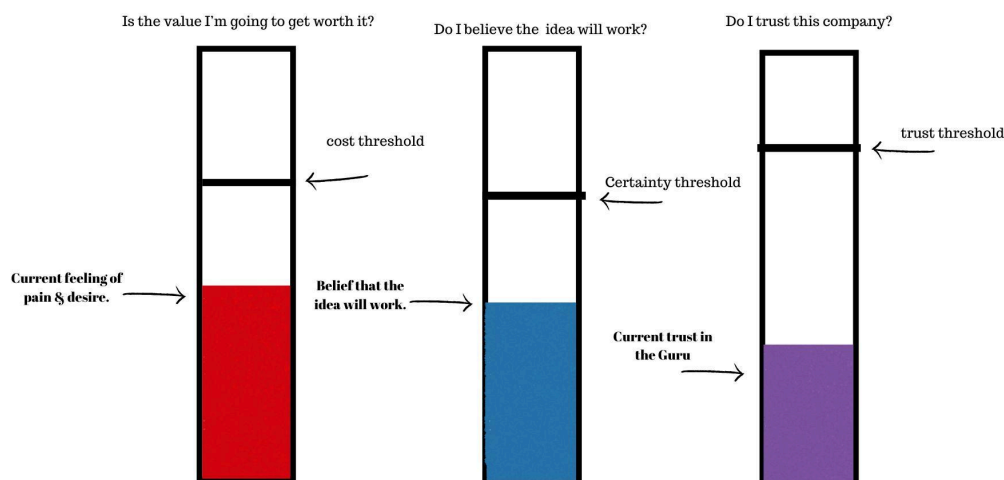
I am talking to a decision maker & a CEO at a business with a general revenue of 6-8 Figures per year.

The person I am talking to already has packaging, they are simply looking for a way to optimize it as a marketing strategy, or as a method of boosting business operations.

I.E. → Increasing ROI/Reducing costs → Enhancing their brands look as eco-friendly. Etc.

Where Are They Now?

They are near the bottom of the homepage reading this piece of copy.



Level of awareness → Level 4 → They're aware we exist, they're aware we offer solutions, however they aren't sold on using us yet.

Level of sophistication → Level 5 → They have worked with many companies in the past however they are looking for another one to fulfill their needs in a way that's relatively more valuable to their specific situation

What are their current roadblock: **Current** → **Roadblock** → **solution**

They have packaging, however their packaging isn't achieving a specific goal they have in mind

They don't have the resources or knowledge to achieve this goal and they don't know where to begin

They need a packaging solutions company to come in and deliver this solution to achieve whatever result they want.

Current state using language.

-At first, they seemed friendly and willing to help, but I kept telling them the problem, and they came back with a different response every time. Now, my product has been delayed, and they will not be ready in time for my launch date.

-I'm not mad about the original mistake, I'm FURIOUS about the way they responded to it.

But it's between their incompetence and steep price tag I will have no choice but to find another provider.

-There were so many times we needed to change the version, but Tasha never had a problem doing so.

-I spent so much money on my packaging, and it wasn't even close to what i asked for, the product I received was probably the worst quality i have ever seen in my life. I am very disappointed in their quality control and the "Solution" They offered me.

-I want my brand to be eco-conscious, but it is significantly more expensive than any comparable option, and it's often compromised by substandard quality!)

-Unbelievable today how hard it is to find helpful customer service, No one would pick up the phone or give me any time of day, and I've been put on hold, having to wait, and ask over and over and.. You get it..

-I'm so disappointed with her excuses, From start to finish, the entire process was frustrating, drawn out, and unnecessarily complicated.

-I had three upset customers not receive their products, the glue on the mailers did not hold together, the mailers fell apart and thus the contents fell out during transit.

-I am NOT easy to deal with, and i'm currently facing a challenge in finding the perfect sustainable packaging that aligns with my vision and furthers my brand,
Many sites lead you to believe that they're earth friendly ,and eco conscious.

-We've worked with many manufacturers before, but never found them as hard to work and communicate with, they would take hours, or DAYS to respond and because of all of the delays in communication my order was

not received until AFTER my deadline.

-We were put on hold waiting, and asking over and over before we received any “solution”

-We tried packhelp and We’ve never had such a bad experience with product quality. They print and ship from china and the product I received was probably the worst quality print I have ever seen in my life!

-Previously I had been working with another manufacturer, but I could feel the waste of materials with each purchase

-I need a partner that can handle a wide array of printing needs, while bringing the quality and consistency we need to further our brand,

-I was very disappointed that the site leads you to believe it's earth friendly and eco conscience but it's printed and shipped from China. How does that make sense?

Dream State

-Their dedication to transparency and circularity is honestly inspiring. Their newsletter and blog posts have been really helpful for me trying to decide what shipping supplies to use and their pros and cons.

-I am so grateful to have my business more in alignment with my principles.

-I was very excited for my order to arrive and help elevate my packaging, I am so proud to ship my products with their eco-friendly material,

-The team were such a breeze to work with, just about every time we've had a problem with our products, they've been there with an innovated idea or solution that exceeded our expectations and produced top notch products!

-their partnership and collaboration to make my project a huge success was their priority, I appreciated the fact they are a partner invested in our growth, not just treating us like a transaction. they've always made the impossible 100% possible,

-They make it easy to be eco-conscious while still using packaging items, the quality of item i've received has been (TOP NOTCH) every time. They have a good range of sustainable options for packaging

-I know I can always count on the team to deliver the "wow" factor, all of the material we receive is perfect down to the exact detail!
They were very attentive to our design requests and their attention to every detail was terrific!

-The pricing was more than reasonable and they never treated us like a transaction

-love their commitment to sustainability, and how transparent they are in what works and what doesn't: no greenwashing here!

Where Do I want them to go?

The primary purpose of this copy is to actually gain trust within the mind of the reader, primarily by handling objections and positioning them in our favor by saying we do the exact opposite and providing them with tangible proof.

However, after reading this piece of copy, it may direct people to

the actual blog page if they don't want to pay a ton of money on packaging/solutions yet.

What are the specific steps I'll need to take in order to take them from where they are now to where I want them to go?

Headline: Pattern interrupt (Fascination connecting to their current thoughts. I.e. (Not looking for packaging supplies but still want sustainability?)

Lead → Conversational lead expressing willingness to work with them I.e (We're always prepared for partnerships)

Pattern interrupt → scarcity driver of willing to walk away from a deal but connect it to benefiting their needs and helping them find a solution faster.

Agree with their painful current: state relative the the ideal market → Mention main concerns, objections, needs etc.

Connect with your resources and guidance as the solution → (Could lead with the 300 pages in 30 seconds method of how you reduce the time using that) → connect with the current state of how they buy → two way close cranking the scarcity.

The Copy:

Don't need a packaging partner?

We've still got your back.

We're always eager to help brands move towards a more sustainable & operationally effective future, however, if we're not ideal for your current situation, or unique needs.

explore our sustainable resources based on our 25+ years of research and innovation, super-condensed into a read you can't forget.

We're here to help whether you work with us or not because finding the right packaging without the proper research & data can easily lead you down a confusing path of greenwashing even when the decision you're making feels like the best option.

[\(Recycled VS Compostable VS Biodegradable\)](#)

[\(Paper VS Poly Mailers\)](#)

[\(Your Guide To Sustainable Fabric Packaging\)](#)

[\(The most important question to ask when seeking sustainability\)](#)