

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

---

**Business Type:** Entertainment/social outing (axe throwing)

**Business Objective:** Increase reservations and walk-in traffic

**Funnel:** Meta Ads ->Landing Page -> Reservation or RSVP

---

## WINNER'S WRITING PROCESS

### 1. Who am I talking to?

- **Age Range:** 18-45 years old
- **Gender:** Male and female (slightly more male, but rising interest among women)
- **Interests:** Adventure, competitive activities, group events, outdoor/physical activities, unique experiences, socializing
- **Occupation:** Working professionals, college students, blue-collar workers, young families, and corporate groups
- **Income Level:** Middle-class to upper-middle-class

- **Location:** Residents within the city and surrounding areas, potentially within a 1.5-hour drive radius(isolated city, people are willing to drive pretty far in the area for a good time); tourists or travelers seeking unique experiences

## 2. Where are they now?

### In the Funnel:

Scrolling on Facebook or Instagram.

- **Physically:** Busy with work or school, looking for weekend or after-work activities, often in need of stress relief or a break from routine
- **Mentally:** Craving excitement, team-building activities, and fun ways to de-stress or bond with friends
- **Emotionally:** Eager for fun and engaging experiences to shake off boredom; looking for activities that feel rewarding and memorable
- **Short-term Goals:** Plan fun weekend activities, find exciting date nights, and organize social or corporate events
- **Mid-term Goals:** Maintain strong friendships, balance stress, and enjoy life outside of work or school
- **Long-term Goals:** Build memorable experiences, enhance relationships, and establish regular fun routines
- **Pain:**
  - "I'm bored of the same old hangouts."
  - "We need something new for our group/corporate event."
  - "I want something exciting but not overly physical or expensive."
  -
- **Desires:**
  - "I want to try something different."
  - "I'm looking for a cool way to celebrate a special occasion."
  - "We need a team-building event that's not boring."
  -
- **Beliefs:** Axe throwing is viewed as a fun, trendy, and novel activity, but some may see it as intimidating or not for everyone.
- **Trust:** Moderate trust in niche recreational activities but potential skepticism if they haven't experienced it firsthand.

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

- a. Stop scrolling
- b. Read the ad
- c. Click the link
- d. Book a reservation

- e. Ideally book a Reservation or show up with friends, have fun, stay safe, and tell everyone they know about their wonderful experience.

#### 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. See others having a blast, see the potential to have fun with their friends, or to make new ones.
- b. See the axe throwing activity as a means to have a fun experience and deepen social relationships
- c. Cost could be a small hurdle, the people in the area tend to be on the more frugal side. However, experiences seem to be an exception to the rule. A small first timer discount or a special event would overcome this.
- d. Since this is a group activity, they will want to go with their friends/ family. From my experience this causes a delay in reservations. Could have a singles night or college night focused around social interaction to counter this.

**DRAFT**

Get your axe in here and try it!



Reservations here: [Link](#)