

Business Type: Dance studio

Business Objective: Get more attention and attract more students.

Funnel: via IG/social media

WINNER'S WRITING PROCESS

1. Who am I talking to?

I talk with people who want to try something new, and people who like physical activity, especially dance, and want to express themselves.

2. Where are they now?

Scrolling on social media IG

3. What do I want them to do?

- a) Stop scrolling
- b) Go to watch some content on IG/FB account
- c) register for the first dance lesson

4. What do they need to see/feel/experience to take the action I want, based on where they start?

1. Stop scrolling and go to check the account
 - a) They need to see content that convinces them to try flamenco
 - b) They need to gain trust in this studio and in flamenco dance to feel that this is valuable for them.
 - c) They need to feel a connection between the dance and their intense feelings
2. Go to the IG/FB accounts
 - a) See valuable content about flamenco dance.
 - b) CTA

Desire: 4/10 because dance is not the most important thing in our lives and there are tons of other dance styles.

Belief in idea: 5/10 People arguing and thinking if this dance actually will be suitable for them and that it will help them to reveal themselves as a person

Trust in company: 5/10 This dance studio is pretty well known, but still you have to see and try this dance to gain more trust.