

WINNERS WRITING PROCESS

What specific business objective am I seeking to accomplish with this project? Why is it important?

- I want to attract the target audience and make them believe that “overthinking” is not the cause of the problem, they are lacking clarity.
- I want them to realise that they need some extra help in their struggle.
- I want to move the target audience from unaware to problem aware, then down the funnel to make them buy a Coaching Program to help them stop overthinking and gain clarity.

What part of their online presence funnel is needed to achieve that business goal?

- I want them to realise the actual problem, shifting them from unaware to problem aware.
- The next part is to move down the funnel to solution aware and then finally to product aware.

Who am I talking to?

- I am talking to 20-40 year old online entrepreneurs, especially christians who are lacking clarity and seeing results. They are blaming other things like overthinking, lack of confidence, Procrastination, Time management issues.

Where are they now Now:

- They are problem unaware, they don't know what exactly their problem is and what's stopping them.
- Physical state: Spending long hours in front of the computer, trying to do things but not seeing any results.
- Mental State: They are constantly overthinking, trying to find the actual problem but despite their efforts they end up wasting their time and effort.
- Emotional State: Overwhelmed, Frustrated, Ignoring Family and friends to save time. They are feeling embarrassed for spending too much time on distractions and not being productive.

Challenges:

Where do I want them to go?

- I want them to recognize their actual problem is lack of clarity.
- I want them to be solution aware.
- I want them to watch a free value regarding their problem that would help them to recognize the problem and find the solution.

What are the steps I need to take to get them from where they are to where I want them to go?

- I want them to watch the complete Video and Follow the CTA

- Through CTA they will be redirected towards a YouTube channel with a detailed explanation of their problem and the possible solutions.

How will I get their attention?

- I will create some engaging Instagram reels that will focus on their pains, what they want in their life and the personal problems they are experiencing due to lack of clarity. For this I will use strong hooks.

How will I increase specific levels?

- I will encourage them to ask questions and share what problems they are facing to add a personal touch.
- I will share content that will educate them about their problem, the solution.
- I will show them the results they will experience after buying the Coaching Program.

How will I bring down perceived cost and threshold?

- I will direct them to my YouTube channel for free, valuable content that will educate them about their problem.
- I will show Testimonials, Case Studies and build trust and authority.
- I will offer them a free consultation call to hop on and discuss the actual problem.

VSL:

Goal: Direct them towards the Youtube video explaining in detail about their problem.

Copy:

Angle: Can't complete to-do list:

Hook : You're sitting at a desk, staring at a long to-do list, frustration on your face.

[Clip: A person looking frustrated by seeing a checklist.]

Ever feel like no matter how much you cross off your list, it just keeps getting longer?

Today, I knocked out 15 tasks, and yet...

Here I am still feeling like I'm drowning in work.

I used to think, 'If I just work harder, stay up later, push a little more, I'll finally catch up.'

But guess what? It never happens.

The real issue isn't about getting more work done or working faster.

It's something deeper...

[Clip: A person throwing the checklist or paper.]

The problem is, you are going through the motions without knowing the direction.

All that overthinking is a waste of effort, time and energy.

It's just a noise.

It's like a mosquito that's buzzing near your ears daily.

You try to kill but everytime it keeps growing,

You're trying to solve a problem without knowing what it actually is.

The answer isn't in doing more.

It's getting clear on where you're going.

[Clip: A fresh person with a smile enjoying writing or doing something.]

Not only can you quadruple your productivity...

But you can achieve freedom of time daily.

You stop feeling like you are wasting time.

That's what I help people like you to do every day,

I help them find clarity and help them find their purpose...

[Clip : Red (coach) smiling in the camera]

Want to get clarity and quadruple your productivity?

Comment '**clarity**' below, and I'll send you the exact step-by-step system that helped me get clarity.

And go from working 15h a day barely meeting ends...

To work 3h a day and make millions every year.

Let's make today the day you finally take control of your energy.

-Stay Strong

Captions :

Did you know that working 18 hours a day kills your productivity ?

It's not just about doing more work or adding more tasks to your to do list...

It's about doing what really matters to you...

Working barely 3 hours a day and crushing your goals

Imagine if you could do whatever you want and see the results.

Imagine if you could spend 2-4 with your family, pray to God for 2-3 hours and work less yet still crush it in business

That's what clarity can do for you.

It helps you find the right path for you and stop overthinking.

To help you with that I've made a step-by-step easy to follow formula that will help you to gain more clarity...

And spend quality time with your family and friends.

This is the first step towards stopping overthinking and making progress in your business, relationships and connection with God.

Comment "Clarity" below, and I'll send you the exact system that has helped me gain clarity.