

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type:Phone Store

Business Objective: Gain more Attention/More
Traffic on store

Funnel:Paid ADS

WINNER'S WRITING PROCESS

1. Who am I talking to?

People Who Need a New phone, Electronics

Property owners

Grooms/Brides

Parents With kids

Teenagers who want a new phone

Where are they now?

They Are Swiping on Social media with

Passive intent of buying

What do I want them to do?

Send a Message/Visit The Store

What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

They Need a good Quality Product

They Need To Be Handed immediately

They Need The Exact Same product which they ordered

They Need an attractive Price

They Need Trade in

DRAFT

Short Video #1