

TOP PLAYERS ANALYSIS & WINNERS WRITING PROCESS

BUSINESS: WOOD-CARVING DESIGNER

BUSINESS OBJECTIVE: GAIN MORE ATTENTION
AND SALES VIA ADS

BUSINESS FUNNEL: IG/FB ADS

1. What is the business objective I want to achieve?
 - a. Get more attention and sales via ads
2. Who am I talking to?
 - a. People who are actively and passively scrolling/searching on IG/FB
 - b. People who do not know about his business
 - c. People who are potentially looking to add high quality decor products to their home
 - d. Anyone who has a disposable income who can afford these products..
3. Where are they now?
 - a. Scrolling on social media, FB/IG
 - b. Current Levels
 - 1.Desire- 4/10
 2. Belief- 5/10
 3. Trust- 4/10

c. Current State

1. Passively/Not looking for wood-carved products
2. Dopaminized up/scrolling the internet aimlessly
3. Level 1 - Problem Unaware
4. Market Sophistication - Level 3 (potentially 4)

D. Dream State

1. Loving their new wood designed products!
2. Feeling that their home improved greatly!
3. Feeling Happy with their purchase!

4. What do I want them to do?

- a. Stop scrolling & watch ad
- b. Click on CTA
- c. Get them to buy/ order

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

1. See beautiful content/ stylish looking content/products
2. Feel as if they are missing out on improving their home's elegance
3. Experience the magic and beauty of having high end quality products in their home.
4. See professionalism (behind the scenes) footage of workmanship
5. Photos or layouts of people's homes with these products
6. People happy with their products!
7. Establishing the fact that we offer you nothing but our best!
8. Allow your home to become a beautiful/artistic/elegant environment!

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Target Audience: Focus on the demographics. People who enjoy fine craftsmanship, home decor, interior design or even home renovations. Plus a bonus would be to focus on high income individuals.

Location: Target ads to specific geographical area if targeting locals.

Retargeting: Run ads at past clients and those who interacted with your business in the past.

SAMPLE AD#1: Luxurious Custom Wood Carvings

Headline: Magnify The Elegance And Natural Beauty Of Your Home With Customized Woodcarving Designs!

Body Copy: True elegance and luxury lies in the details...Our handcrafted wood creations are specifically designed for those who appreciate the artistry and craftsmanship. Transform your home with custom wood pieces that reflect your unique style.

CTA/Link: Limited Time: Unleash Your New Custom Design! Shop Now!

Visuals: Showcase the wood designed products in your home with different scenarios.

Sample AD#2 Timeless Elegance in Every Detail

Headline: Experience The Magic And Authenticity Of Natural Woodcarvings In Your Home Today!

Body Copy: Add a touch of timeless elegance to your home with bespoke wood carvings. Each piece is meticulously handcrafted to fit your space and vision, offering unparalleled luxury and sophistication.

CTA/Link: Get Your Custom Piece Commissioned Today!/ Let Us Upgrade Your Home's Decor Right Now!...

VISUALS: Showcase an entire loop of the many custom designs. Plus showcase the details of the woodwork in luxurious settings...