TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Buying clothes that can be customized by yourself

Business Objective: Get more attention

Funnel: Meta ads

WINNER'S WRITING PROCESS

1. ## Who am I talking to?
   a. People who want to design their own shirts.
   b. People who can't find the exact shirt they want in stores and prefer to create their own.
   c. People who want to start a brand but don't know how to source the clothing.

2. ## Where are they now?
   a. People who are scrolling through social media.
   b. Current levels
      i. **Desire (2-3/10):** They want to buy clothes but can't find the right shirt, so they are considering making their own. / They want to start a brand but are unsure where to begin.
      ii. **Belief in the idea:** (3-4/10) They think it's possible to make their own shirt but believe the result may not be as good as what they can buy in a store.
      iii. **Trust in the website and reviews:** (5-6/10): New users might be skeptical and look at the few existing designs for reassurance.

Experienced users can either create their own design and place an order or buy a pre-made design, as previously mentioned.

c. Current state:
   i. Unable to find the clothing piece they want, leading them to consider creating their own.
   ii. Simply wanting to buy clothes.

d. Dream state
   i. Finding a platform that allows them to easily create and purchase custom shirts that meet their exact needs and desires.
   ii. Successfully starting a brand with custom-designed clothing, without the hassle of sourcing and production issues.

What do I want them to do?

e. Stop scrolling and read the ad.
f. Click the link with the intention of buying or creating clothes.

3. 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. Stop scrolling and read the ad.
   i. Discount alert clear
   ii. A huge variability of the clothes designs that are in the store
   iii. Also meaning that can arrive to a lot of people
   iv. Variability of colours
   v. Letting know that can be modified
   vi. Letting know that there are a lot of sizes (for all shapes of people)

b. Click the link with the intention of buying or creating clothes.
   i. You can get a discount if you enter at that moment.
      1. FLASH SALE y -25%* 🏃 ⚽
   ii. Variability of:
      1. sizes
      2. colours
      3. designs

   Will engage more people: Descubre nuestras nuevas camisetas técnicas
   iii. Also gives a more detailed photo next to the ad so people watching it can see more properly the product.

DRAFT

Your creativity makes T-shirts, make yours today with -30%

Body text:

Let your creativity flow now with a 30% discount!

Get your T-shirt, sweatshirt, or pants anytime you want—our stores are open 24/7, just for you. Create your unique design today and stand out from the crowd!

They captured the design I wanted, and it turned out great!!! I'm thrilled with my sweatshirts!!! Belén E. ★★★★★ 5/5