

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** Car Photography

**Business Objective:** Get a conversion rate of at least 10-20%

With number count that is around 3-6 new bookings

**Funnel:** Follow Up Email And Personally Meet Them -> Sign up for a shoot(monthly or one time)

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## WINNER'S WRITING PROCESS

### 1. Who am I talking to?

#### 1. Define the Target Audience:

**Demographics:** People who own nice cars that leaves a statement  
Car enthusiasts, collectors. People who base their social media around their car(s)

**Psychographics:** What do they value?

They care about showcasing their car on social media, preserving memories, or using the photos for marketing or personal branding.

**Behaviors:** They are invested in customizing their car, and like posting pictures of their car on insta. Part of a car community, go to car meets.

### Dave(Ideal customer)

Dave is a young(ish) car enthusiast who values his car(s) and is always taking care of it. He takes his car(s) to car shows, likes to drive. He has put time and investments into the car and wants it to stand out.

Dave also posts on social media and is mainly biasing it around his car. He likes to show others that he has done it, he has reached the top.

He also likes to leave an impression so he dresses nicely.



## 2. Where are they now?

### Current State

#### Proud but Frustrated:

- Dave is proud of his car and the effort he's put into it, but he's frustrated because the photos he currently takes don't fully capture its beauty or details. He might feel that the photos he shares don't do justice to his car's **unique features**, like its custom rims, paint job, or engine mods.

#### Social Media Limitations:

- He posts frequently on social media to showcase his car, but he notices that his photos aren't getting the engagement or attention he wants. The angles and lighting may not highlight the car's best aspects, leaving him feeling like his car isn't standing out as much as it should in the crowded world of car enthusiasts online.

#### Competitor Envy:

- At car shows or online, Dave sees other car owners with stunning, professional photos that make their vehicles look incredible. He feels a bit of envy because he knows his car could look even better, but his current photos don't give it that same high-quality, standout look.

#### Image and Legacy:

- Dave is trying to build a personal brand around his car, but he feels like his online presence isn't **polished enough** to match the image he's trying to project — of someone who has "made it" and is at the top of the car enthusiast game.

## Summary of Current State

Dave is proud of his car but frustrated by the lackluster photos that don't capture its beauty or earn social media engagement. He envies competitors at car shows whose professionally-shot photos make their cars look flawless. Dave's personal brand feels incomplete because his visuals don't match his "top-tier" aspirations.

## Dream State

### Ultimate Car Showcase:

- Dave wants **professional, high-quality photos** that show his car in the best possible light. He dreams of images that highlight every detail and make his car look as **impressive as it feels** in person. He wants his car to shine on social media and in car shows, leaving others in awe.

### Top-Tier Social Presence:

- Dave wants to be **recognized** in the car enthusiast community for having one of the best-looking cars online. His dream is to have a **sleek, polished Instagram feed** full of jaw-dropping photos that make people stop and admire. He wants his posts to get more **likes, comments, and followers**, elevating his status as a respected car enthusiast.

### Admiration and Validation:

- More than just online success, Dave wants to leave a lasting **impression** at car shows. He dreams of people gathering around his car, taking photos, and asking about the work he's put into it. He wants to be the guy everyone talks about after the show — a **symbol of success** in the car world.

### Personal Brand and Style:

- Dave also dreams of his personal image being closely tied to his car's reputation. He sees himself as someone who takes care of both his car and his appearance, projecting an image of **success, style, and accomplishment**. He wants the photos to reflect not just the car, but **his lifestyle** — someone who is polished, meticulous, and at the top of his game.

## Summary of Current State

Dave dreams of high-quality, professional photos that showcase every detail of his car, boosting his status in the car community. He wants a polished Instagram feed that earns admiration, likes, and comments. Ultimately, he wants to be seen as a style icon at car shows and online, tying his personal brand to his car's success.

## Sophistication Level

**Level 4 - 5:** The market for photographers has already seen all there is to see and %99 of the people already know about the market, but I can give them something that they might not have seen before.

When a customer books a shoot, they will also get a complementary physical poster(photo of their car) that they can hang in their room, office etc.

## Current Levels Of Desire

**Dave's Level of Desire for Recognition and Status: 9/10** (Targeting his emotions connected to the desire)

This high score reflects Dave's commitment to standing out, being admired by peers, and enhancing his personal brand through his car's presentation. The only reason it's not a 10/10 is that, while this desire is extremely important to him, it's likely balanced by other aspects of his life (e.g., personal finances, hobbies, relationships) that may slightly reduce its intensity.

## Belief In The Idea 6/10

Dave believes that this will give him what he wants, and that professionally taken photos of his car can uplift his presence on social media, but he has doubts about price vs value. Dave also thinks that the photographer might not be able to capture his car like he envisions it.

### How to Increase Dave's Belief:

- **Showcase Portfolio:** Showing him a portfolio of previous car shoots with clear before-and-after results can boost his confidence.
- **Offer a Guarantee:** Offering a satisfaction guarantee or a teaser of what he can expect might reduce his risk and build more belief in the idea.
- **Provide Social Proof:** Highlight testimonials from other car enthusiasts who have seen real success from your photoshoots can further solidify his trust in the idea.

This approach can nudge Dave closer to an 8 or 9 in terms of belief in the idea, especially if he feels the **value** outweighs any doubts.

## Trust 5/10

Dave's trust is low for several factors:

- 1) He is not sure that the photographer will do a good job **which can be fixed by showing him a gallery of good quality photos.**
- 2) Dave is also not confident that this will uplift his presence on social media **which can not necessarily be fixed because my client does not have a lot of social proof, but I can override that concern with a trial(free shoot for the first time which will happen at an upcoming car meet)**

### 3. What do I want them to do?

**Open the email** -> Look through their free photos from the car meet -> like the photos -> read the email-> book a shoot or reply with a question

**Book a shoot (which could turn into monthly shoots for a set monthly price)**

- After Dave receives his car's photos from the car meet, I will personally go see them with an offer at hand.
  - Another paid shoot
  - Monthly shoots with a discount
- Offer Dave an **ongoing incentive** to book regular shoots (monthly). Frame the offer around **convenience, consistency**, and a **special rate** that makes it appealing.
- To push Dave toward the monthly plan, add an **urgent or exclusive offer** to create momentum:
  - This offer is being shown to several others and the spots are limited.
- **Make Dave Into My Own Client:** Dave wants to build his **personal brand** around his car. Offering services beyond just photography, like helping him **grow his social media presence** using those professional images, can turn him into a loyal client.

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

**See:**

- **Professional examples** of car photography that highlight the details he cares about:
  - The details will be more clear after a short conversation with the prospect at the car meet:
    - EX: "What work have you done on your car?"  
Prospect "I have changed the **rim**s, **modified exhausts**, added a **spoiler**"
    - After that I can show them photos of other cars where these aspects were captured by my client
    - **This step is not necessary but will incorporate it if I think the prospect is not convinced**
- **Before-and-after comparisons** showing the difference between amateur and pro shots.
- **Testimonials** from other car enthusiasts.

### Feel:

- **Confidence** in your expertise and trust that you understand his world.
- **Excitement** about how his car will stand out in the photos and on social media.
- **Ease** in the process—reassurance that it's simple and the results are guaranteed.

### Experience:

- A **personalized shoot** that focuses on his car's unique features:
  - EX: a cool spoiler, widebody kit, a special paint job, rims, a big engine, carbon fiber etc.
- **Fast delivery** of impressive photos to give him that immediate "wow" moment.
- A personal **follow-up offer** for monthly shoots, creating a seamless transition to ongoing work.

## DRAFT

To: [Dave@gmail.com](mailto:Dave@gmail.com)(example email)

Subject: Dave, Your Car Photos Are Here + a little holiday gift

Body:

Hi Dave! It's Sam from last weekend's car meet – I've finished editing your photos, and your car looks fire 🔥.

Apologies for them taking so long. The editing software had some problems and I could not send you half done work.

To compensate for the complications, I have a special holiday gift I am giving to a limited number of people.

You take pride in your car, and you want the world to see the work you put into it. But without the right shots, it's impossible to get your ride to stand out in a crowd of millions. As a holiday special, I want to give you a 30% discount on your first shoot with MotivationOnTheHill.

Don't settle for ordinary — let's make your car stand out in a way that does it justice.

To claim your gift text "My Gift" to 747-609-6436.

Sincerely, Sam.