

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** E-Commerce/Brand. Winning product is a sleek, stylish wallet

**Business Objective:** Get more attention, get customers to website/sales page

**Funnel:** Instagram Ads + Organic

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## WINNER'S WRITING PROCESS

1. Who am I talking to?
  - a. Mostly men or women buying a gift for men. Women purchasing for themselves or other women seems negligible. Would ask client if I worked for them.
    - i. They may want to run a campaign to try and attract more female customers.
  - b. Men looking for a secure, non-bulky alternative to traditional wallet.
  - c. Men with at least some money. One selling point of the wallet is it holds 1-12 cards + cash
  - d. Men worried about security/scammers. RFID chips are included and for an additional \$17 you can get a strap for an Apple Air Tag.

## 2. Where are they now?

- a. Scrolling on IG
- b. Current Levels
  - i. Desire - 3/10 This can change based on individual needs. If the person has a shitty.bulky wallet or loses their stuff often that could increase desire. If it is Christmas season or somebody's birthday it could give a gift getter more desire to buy
  - ii. Belief in the idea of the wallet - 6/10 The wallet is very popular, gives a lifetime guarantee, and has tons of social proof.
  - iii. Trust in The Ridge- 6/10.For this product I don't see much of a difference in the reasons for Trust and Belief so they would be the same
- c. .Current State
  - i. Has a bulky wallet
  - ii. Often misplaces or loses cards or cash
  - iii. Has an ugly wallet
  - iv. Looking for a gift for someone they know with our current levels (Would only use Oct-Dec for the Black Friday, Christmas, gift giving season)
- d. Dream State
  - i. Has sleek wallet that is easy to cary
  - ii. You can store your cards and cash all in one place. Fits up to 12 cards
  - iii. You now have a stylish wallet
  - iv. You found the perfect gift for someone. Bonus to add fast shipping times if offered.

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

- a. Stop scrolling and pay attention to the Ad
- b. Click the link to buy a Ridge wallet

## 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?

- 5. Stop Scrolling and read ad
  - a. They see a sleek, stylish, modern alternative to the traditional wallet
  - b. Demonstration of dream sate with new stylish and superior wallet
  - c. See edgy, funny text. The text pops right out and is funny enough to be shared.
  - d. At the bottom they appeal to you deserving better.
  - e. Black background makes all images and especially the text pop out.
- 6. Click the link with the intention to but a wallet
  - a. Retire this Sh\*t. Have Mercy.
    - i. They are telling you that your wallet choice is outdated. You need to upgrade
  - b. Shop the best-selling wallet of all time

- i. Demonstrate social proof and brand power. It's popular, it's what people are getting
- c. Choose from over 30+ colors and styles.
  - i. There will be a stylish wallet that fits you, that you like
- d. Air Tag Tracking
  - i. You won't lose your wallet
- e. ✓ Lifetime Warranty
  - i. This wallet is so durable that we are giving you a warranty for life
- f. ✓ Cash Strap or Money Clip
  - i. Carry Money easily
- g. ✓ Ultra-Slim, Minimal Design
  - i. Easy, simple, sleek
- h. ✓ RFID Blocking Technology
  - i. Wallet has advanced security technology
- i. "Slim yet expandable, low profile, but fully featured." - GQ
  - i. GQ is a huge mens magazine and they gave the ridge a good review
- j. Free Shipping & Returns
  - i. Easy to get and to return
- k. 99 Day Risk-Free Trial
  - i. I have no risk to see if this wallet is worth it
- l. RIDGE.COM | Upgrade Your Wallet | 100,000+ ★★★★★ Reviews = CTA/  
directing them to website for sale

**DRAFT**

# Ditch The Dinosaur

It's time for an upgrade.



**Elevate Your Style  
Elevate Your Wallet**



Body Text:

The #1 rated smart wallet in the world. Choose from a variety of colors and styles.

- ✓ AirTag Tracking
- ✓ Lifetime Warranty
- ✓ Cash Strap or Money Clip
- ✓ Ultra-Slim, Minimal Design
- ✓ RFID Blocking Technology

"The best smart wallet for most people is Ekster"- Business insider

Free Shipping & Returns | 100 Day Risk-Free Trial

Get Your Ekster Today.

Second Image - I would use the same body text. This isn't exactly a mirror copy of the Ridge ad, but I thought it followed a similar thought pattern. I would test both.

