

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** Store of portraits

**Business Objective:** Sell portraits

**Funnel:** Sales Page

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## WINNER'S WRITING PROCESS

### 1. Who am I talking to?

1. To people that want to decorate their home with portraits of their pictures (pictures of loved ones)

### 2. Where are they now?

1. In a search engine searching for portraits

#### 2. Current Levels

1. Pain/desire – 6/10 - They've want a portrait of their newborn as soon as possible
2. Belief – 5/10 – A lot of good reviews about their portraits are there
3. Trust in the selling store – 4/10 - a lot of info about the owner of the shop (How long has he

been workin on it, FB info, Inst info, contact number etc.)

Good rating on google maps (4.9/5)

### **3. Current state**

- 1.** Theres monotomy inside the house
- 2.** They are susspicious about the quality
- 3.** They cant imagine how the portrait is going to look on their home wall

### **4. Dream state** - “Professional and high-quality service, with a pleasant approach to the user while respecting needs and agreements “.

- High quality printing of portraits
- They offer various sizes of portraits, from small to big

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

- 1.** I want to catch their Eyes and make them go on my page
- 2.** Make them believe in the company and buy without hesitation

### **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?**

- 1.** I want to catch their Eyes and make them go on my page
  - 1.** Be the first one to pop because people don't want to waste time finding the store

2. Showing examples of portraits they have done on the first page of the search engine
2. Make them believe in the company and buy without hesitation
  1. Seeing good examples of portraits
  2. Reading good reviews of other customers
3. Making them comfortable with the smallest possible price by showing them low to high price of a portrait
4. Getting their trust in the company by clearly telling them the backstory of the founder (Telling them that he is a professional in making portraits, and he has been doing that for 20 years)
5. Buy a portrait and leave an Email address for future special offers.

## DRAFT

I have made a site that should resemble of the thing I wrote up there.

Here is the site domain, I have made it under 30 minutes, not all work is done, it's just an overall overview how it should look.

<https://portratis.mystrikingly.com>