

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: clothing brand

Business Objective: get more attention

Funnel: facebook ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. To people who looking nice clothes
- b. to people who looking something in his style
- c. to people who looking for inspiration

2. Where are they now?

- a. Scrolling on Facebook
- b. Current levels

- i. Desire – 2/10 have some desire but it's not accurate right now
 - ii. Believe in quality of clothes – 2/10 they don't know that clothing brand
 - iii. Trust in brand – 2/10
- c. Current state
 - i. don't have good, quality clothes
 - ii. looking for cheap but quality clothes
 - iii. Don't have many clothes
 - iv. don't know good clothing brand in their area
- d. Dream state
 - i. cheap and quality clothes
 - ii. nice and polite service
 - iii. Shop in their area
 - iv. good special offer

3. What do I want them to do?

- a. Stop scrolling and read ad
- b. Click link and with intention to buy clothes

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?

- a. Stop scrolling and read ad
 - i. Special offer
 - ii. demonstration of dream state – stylish model posing in a specific outfit
 - iii. Color contrast between the background and text
 - iv. movement to animation
- b. Click link and with intention to buy clothes
 - i. The "Oldschool" collection is the essence of our fashion heritage - elegant and stylish. Each piece in this collection has been made available for individuality and value. - ensuring the uniqueness of clothing (increasing trust)

- ii. Check out our other clothes with a quality certificate!
 - increasing believe in quality of clothes
- iii. 20% discount for new client
 - incentive to buy by lowering the price on first purchases(increasing desire)

DRAFT

Body text:

The "Oldschool" collection is the essence of our fashion heritage - elegant and stylish. Each piece in this collection has been made available for individuality and value.

Check out our other clothes with a quality certificate!

Claim your 20% discount → [Get Offer](#)



20% Discount
For New
Client