

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** valet and detailing.

**Business Objective:** get trafficked attention  
towards Facebook(ad)

**Funnel:** Facebook advert

**profile:** MW auto care -valet and detailing

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## WINNER'S WRITING PROCESS

### 1. Who am I talking to?

"Just had my Qashqai valeted and washed with protection treatment to body work as well. These guys are super hard working and did an amazing job of making my 12 year old car look like new"

"Incredible detail"

- people who like these people
- People who are lazy or don't have time
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## 2. To Where are they now?

### CURRENT

- "Smells amazing"
- "Highly recommend"
- "Very professional"
- "Cleaner than when I brought it"

Of these suggest that their customers are always happy with the results of this service.

### Dream state

- super car jobs
- Huge tips
- Huge following
- Events
- Bigger crew

### Dream state for customers

- possible modifications
- Amazing jobs
- Smells good
- Looks good -shines

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

- Stop scrolling
- Acknowledge ad
- Get a valet + detail
- feeling high status in their car.
- Cause traffic towards their business and get more customers.
- money making machines.

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.
6. The customers need to see work in action- video being played to see how well it works
7. Credibility/ good reviews
8. Feel like they are there/experiencing it

## **DRAFT**

For more information please email [here\(link\)](#)

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