

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Ballroom Dancing Clothes

Business Objective: Convert attention to sales

Funnel: Social media (only Instagramm)

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Moms who want to send their children to ballroom dancing / their children are already walking (they need dresses as the child grows and performs)
- b. People who go to dances and want to look beautiful
- c. PEOPLE from 4 to 40

2. Where are they now?

- a. They scroll through social media and see a video of a beautiful dance - my client's post and they(market) decides

to start too and wants to buy a beautiful dress / costume for performances / training

3. What do I want them to do?

- a. Write dm(inst, wa, tg) and pay for the tailoring of the dress

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. They need to love the product - they must want to dance the same (beauty, elegance, etc.)
- b. They must trust the person who is the face of the company (need a lot of reviews and testimonials)
- c. They should believe in the idea that it is possible to dance so beautifully (regardless of age) in such beautiful clothes

DRAFT

Ideas:

Maintain useful content related to ballroom dancing (+ a service offer at the end)

For example: We show the student the result - we tell her about her type of dance (ballroom)/about her journey - the dress was made by our company

Is it possible to tell in what clothes and how best to train (sell clothes, sell a course)

Make a business like other people who already run the same business

Create a telegram channel

Create a separate type of stories for the catalog and for reviews

Mailing lists for beginners (ballroom dance schools - subscribers - traffic)