

Copy of Process Template 2

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: **Dating Couch**

Business Objective: **Getting more attention**

Funnel: **Instagram**

WINNER'S WRITING PROCESS

1. Who am I talking to?

- People with low self-confidence and social awkwardness.

2. Where are they now?

- On Instagram scrolling around and watching reels, stories, and posts about lifestyle, social interactions, and building confidence.

☐ Current levels? → Pain/Desire:

- They don't like their current state, they feel down on their selves, and upset, looking for ways to build their confidence.
- They are commenting on a dating couch post about confidence and a video showing and explaining to them how to build it.
- They Trust his approach and give positive feedback - 8/10

☐ Current state:

- They feel bad and upset
- Lack of confidence
- Feeling like shit and hopeless
- I keep getting put down/rejected
- Feeling afraid to fail

☐ Dream state:

- Yep. As long as you know when to walk away and leave the girl alone when she says no, I think this is a great way to build confidence.
- I agree. Give yourself less than a second to think about it, start moving toward her and your brain will do the rest.
- yea confidence is a key that is true... but you are only confident when you feel about yourself (and your body or look.

3.What do I want them to do?

- Follow the dating couch Instagram profile.
- Click the link and apply for his dating program on a free 1 on 1 call.
- Download the free mobile app (Texting & Online Dating).

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?

☐ Follow the dating Couch Instagram profile.

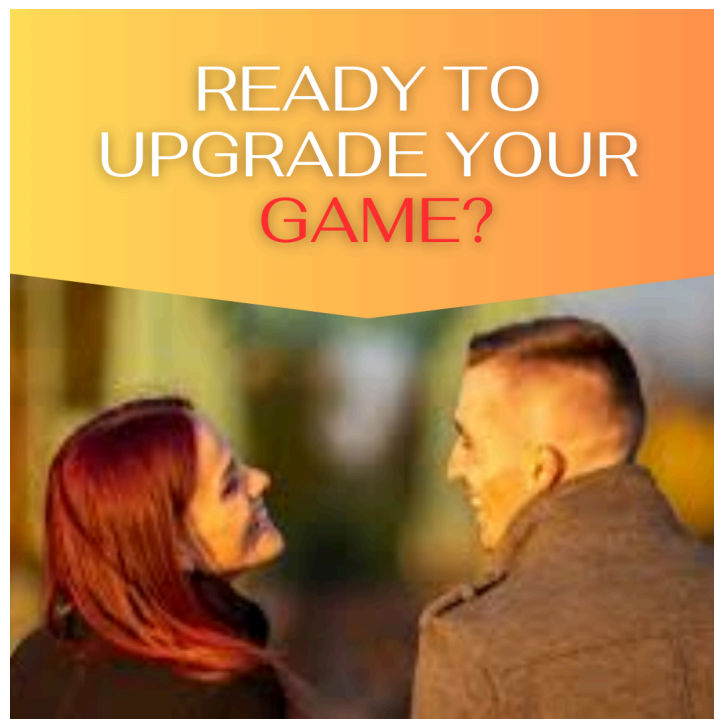
- Lots of posts about dating and building confidence.
- Seeing client results and wins
- Instagram follows
- Dream State
- Relevant to their current state

☐ Click the link and apply for his dating program on a free 1 on 1 call.

- Free on a 1 on 1 call session
- ☐ Download my free mobile app (Texting & Online Dating)
 - Free dating mobile app
 - 3 days free trial on the mobile app
 - 4.99/week mobile
 - 100% Risk-Free
 - AI use
 - AI will help you

DRAFT

Free on a 1 on 1 call session → for first occupants. Download my free mobile app today!



Body text:

Put in the work long enough & LIFE BECOMES FUN

Structure & Accountability

DM me "LFG" for more 🔥

Fact, Never a day goes by that I don't learn anything from you. Thank you brotherman. * -
Danny J.

3 days free trial on the mobile app