

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Electronics

Business Objective: Get attention

Funnel: FB paid ads

WINNER'S WRITING PROCESS

1) Who am I talking to?

- a) Gamers who spend their days gaming, trying to be as comfortable as they can.

2) Where are they now?

3) Scrolling on FB

4) Current Levels

- a) Pain/Desire 5/10 tried a lot of controller or not having a big budget to spend
- b) Belief in the ideas of backbone 7/10 people belief this is a life changing innovation
- c) Trust in the controller 8/10 everyone is satisfied with the controller
- d) Current State
 - i) Want to play the games in the playstation on this thing
 - ii) I want to have a mobile playstation
 - iii) I want to play where I want
- e) Dream State
 - i) This is what I was looking for!

- ii) Gaming on a phone has never been better.
- iii) The best controller out there!
- iv) I like that I can literally play anything that's on my console on my phone

5)What do I want them to do?

- a) Stop scrolling
- b) Click the link to shop now

6)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
 - i) Access of a variety of games
 - ii) A lot of famous gaming brand in the ad
 - iii) Eye catching image that attract gamers or kids
 - iv) Opportunity to having in a device a thousand games and the access to not bring with you your console
- b) Click the link to shop now
 - i) Direct telling to everyone that you can have a lot of games inside in only one device
 - ii) The future of gaming is here.
 - iii) Turn your phone into a gaming console with Backbone 🎮
 - iv) Any Game, Any Platform, Anywhere.
 - (1) Play hundreds of console games, including GTA V, NBA 2K, Call of Duty, Fortnite, Halo, Spider-Man, Forza, Minecraft, Resident Evil, Cyberpunk 2077, Roblox & your favorite PlayStation & Xbox titles.
 - (a) Writing famous games names to attract people interests
 - 1. CTA shop now

DRAFT

Gaming never stop become better even at work

BACKBONE

Any game.
Anywhere.



Body text:

Make you gaming progress never stop.

Have access to 1000 plus games everywhere in the world

The best of all times

I got one from my wife last Christmas and it has made all the games that support controllers even better. Call of Duty, Diablo, Metal Storm and many others that I play, I can finally keep up with the big

boys, it's a really nice controller, I love it, sturdy, perfect fit and I use mine at work and I'm a truck drive

Claim you 5% discount on the blackbone ps edition