

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Dog Supplements

Business Objective: To Improve The Quality Live of Your Dog.

Funnel: Social Media Funnel/ Instagram Ads.

WINNER'S WRITING PROCESS

1. Who am I talking to?

- 2. Their ideal customers are typically pet parents seeking high-quality, scientifically-proven supplements to improve their dogs' mobility, reduce pain, and support long-term health.

3. Where are they now?

- 4. Before discovering Wuffes, potential customers likely faced challenges with their dogs experiencing joint pain, decreased mobility, and discomfort, especially in aging pets or breeds prone to joint issues.
- 5. They may have tried various treatments with limited success, felt frustrated by the lack of effective solutions, and were searching for reliable, scientifically-backed supplements to improve their pets' quality of life.

6. These customers were looking for a trusted brand that could offer preventative care and support their pets' long-term health and activity levels.

7. What do I want them to do?

8. Stop scrolling, read the ad, and then prioritize the health of their dog.
9. Recognize the benefits of Wuffes' joint health supplements for their dogs.
10. Purchase and regularly use Wuffes products for their pets' joint health and overall well-being.
11. Subscribe to Wuffes' offerings for convenience and cost savings.
12. Trust Wuffes as a reliable and scientifically-backed solution for their pets.
13. Provide positive feedback and share their success stories to help build Wuffes' reputation and attract more customers.

14. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

15. See:
 - a. Clear, compelling evidence of product effectiveness through testimonials, before-and-after photos, and scientific backing.
 - b. Transparent ingredient lists and detailed benefits of each component.
16. Feel:
 - a. Assurance and trust in the product's quality and safety, supported by positive reviews and endorsements from veterinarians.
 - b. Empathy and understanding from the brand about their pet's health challenges.
17. Experience:
 - a. An easy, informative, and engaging purchasing process on the website.
 - b. Prompt, helpful customer service and a smooth delivery experience.
 - c. Noticeable improvements in their dog's mobility and comfort after using the product.

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DON'T LET AGE SLOW THEM DOWN!

Give your furry friend
the gift of mobility and
comfort.



ENSURE THEIR HAPPINESS: UP TO 50% OFF + FREE GIFT!

Body Text:

Remember when your dog could run for hours, chase after balls, and jump with joy?

Those days don't have to be a distant memory.

With Wuffes' Advanced Hip & Joint Support, you can give your furry friend the gift of mobility and comfort.

Our scientifically-backed chews ensure your dog enjoys every moment without pain.

See the difference in just 90 days or your money back.

This limited-time offer ends soon! [Give your dog the care they deserve.](#)

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NeuroHack Landing Page