TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Dog Suppliments

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