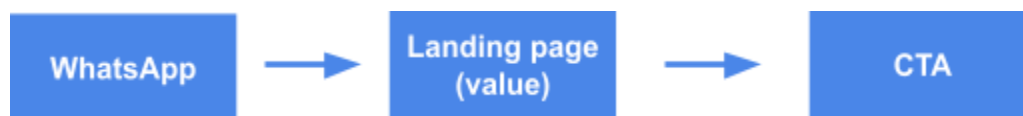


TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Finance/Crypto Exchanges

Business Objective: Direct them to take action to refer their friends and family; so we can get more customers.

Funnel: Via WhatsApp



WINNER'S WRITING PROCESS

1. Who am I talking to? Men - average ages of 18 - 37.

2. Where are they now? (where are they in my funnel? / where are they in regards to their attention, desire, believe, trust?)

- a. On WhatsApp
- b. Current Levels
 - i. Pain/Desire - 2/10 way low at this point (the value may not worth it)
 - Decrease cost - We decreased the cost by generating their own referral link.
 - Reduce effort - We send them a compelling copy of the post to send to their customers.
 - We direct them to a landing page (talk about how they can make 20k in one week, and therefore amplify their desire).
 - ii. Belief in the idea - 6/10
 - To believe that they have people in their contact list that trades crypto.
 - To believe it is easy.
 - To believe they can do it, overcoming their fears.
 - iii. Trust in The Joint - 7/10
- c. Current State
 - i. Desire is low Probably lying down
 - ii. Desire is low
 - Send it in the evening
- d. Dream State
 - i. To get more money
 - ii. To get as many people as possible to trade

3. What do I want them to do? (what specific actions do I want them to take at the end of this little experience?)

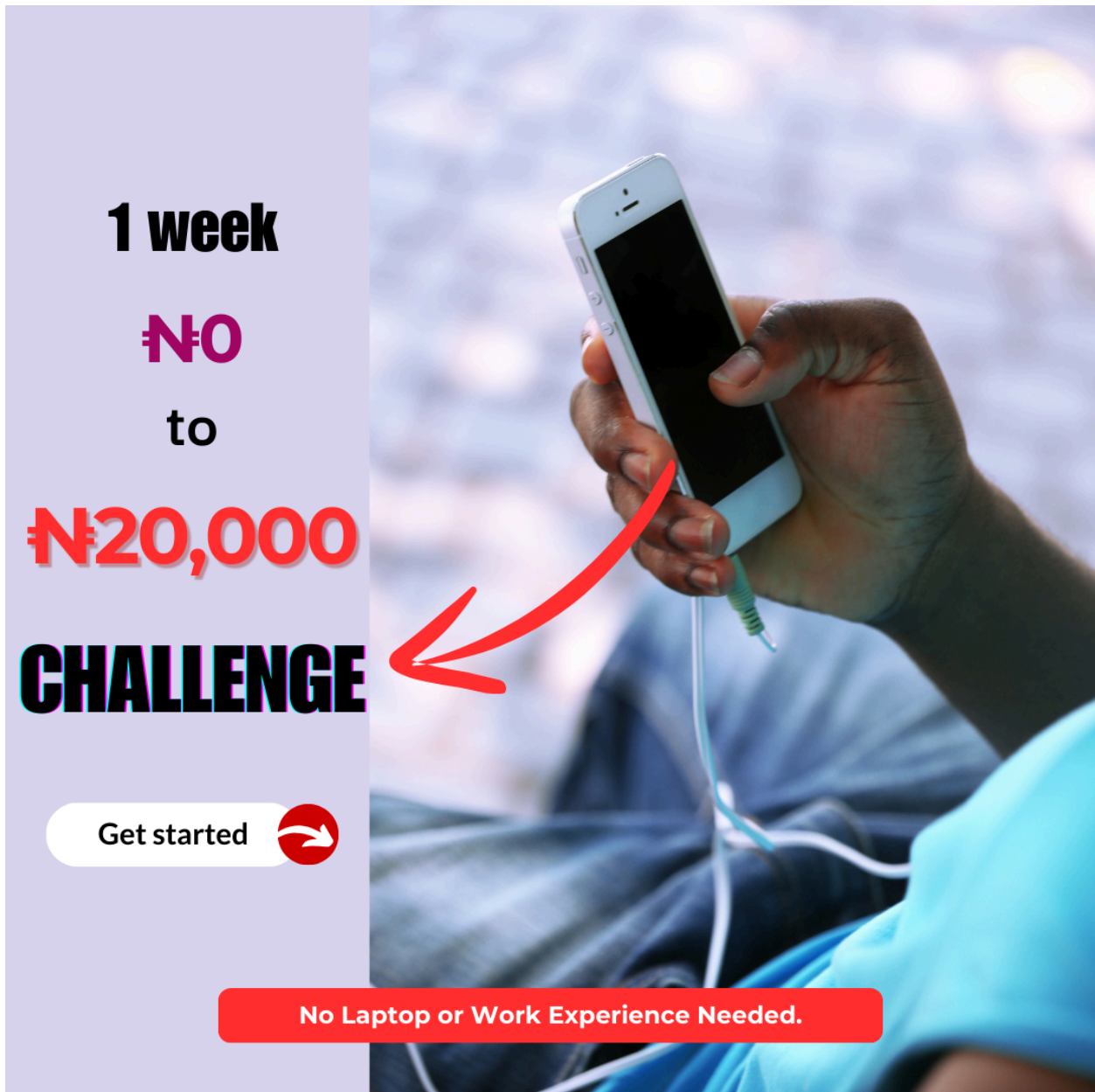
- a. Stop whatever their doing (instagram/scrolling)
 - Imagine how strong your content must be to grab their attention.
- b. Reply and ask for their link, with the intention to share.

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. Stop Scrolling and read copy
 - i. The easiest, quickest way to make ₦20k in one week.
 - ii. Color contrast between the banner text/ also everything else they see on IG
 - iii. Here is an opportunity to get something helpful and relevant to me at a good price
 - iv. Movement to animation
- b. Click the link with the intention to book a session
 - i. Zabira URGENT 2K REFERRAL PROMO is on!
 - 1. Making a direct offer.
 - ii. Earn yourself a whooping ₦2000 for each person you refer to trade a minimum of \$10 on the Zabira Platform.
 - 1. Makes offer + lowers cost for amount to trade.
 - iii. Refer your family and friends to Download the APP today and start EARNING!
 - 1. Offer dream state
 - iv. CTA - Claim your offer here / (Click The link in bio) → Get Offer
 - Hello, I'm interested in the EsteemExchange referral campaign, I'd like to get my unique referral link.

DRAFT

WhatsApp Funnel;

A promotional graphic for a WhatsApp funnel. On the left, a light purple vertical bar contains the text '1 week' in bold black, '₦0' in purple, 'to' in black, '₦20,000' in red, and 'CHALLENGE' in bold black. Below this is a white button with 'Get started' and a red circular arrow icon. At the bottom of the bar is a red button with the text 'No Laptop or Work Experience Needed.' To the right of the purple bar is a photograph of a hand holding a white smartphone with a black screen. A red arrow points from the phone towards the 'CHALLENGE' text. The background of the photo is a blurred cityscape at night.

1 week

₦0

to

₦20,000

CHALLENGE

Get started 

No Laptop or Work Experience Needed.

Caption: Make ₦20k in one week for free! If you're seeing this, you have all the resources; This is the easiest, quickest way to make ₦20,000 in one week right Now, all with your phone. Click here <link to blogpost>

OR

🌟 We are LIVE !! 🌟

Are you a business owner? Join the referral program and stand the chance to earn big with #Moniepoint! 💰

Want to join? Simply..

- Log into your Moniepoint business account.
- Click on "Referrals."
- Copy your referral code or link.
- Share your code or link with friends, family, and everyone you know.

What are you waiting for? Don't carry last on this amazing opportunity! 😊 #BankingOnPoint M

Blog post:

How you can make ₦20,000 per week, only for the few who are ready.

In less than 90 sec, I'm going to be showing you step by step, *if you're willing*, how you can make ₦20k in one week, without a laptop or prior experience, and at your own convenience, **BUT this is only for the people who are serious and ready to take action.**

Before we proceed, I want you to know this **one life principle**; *something does not come for nothing*. I want you to operate with this rule because that's how life works (at least on this planet - Earth). Now I've made the "something" which you must pay, to be seamlessly simple - all you have to do is to "**chat**." Yes, that's right, chat is all you're going to do.

I'm aware of how unbalanced the economy is; the inflation of prices, the sporadic increase in fares, and so on. While some of you lack the funds to start a side hustle, or even buy a laptop. I can imagine the frustration of having brilliant ideas, the drive to succeed, but no tools to bring them to life. You see others succeeding online, creating content, designing, programming, but you're stuck. Your old, slow, or nonexistent laptop becomes a constant barrier. Every time you think about starting your side hustle, you feel the weight of missed opportunities, the constant delay, and the unfairness of your situation -- if only you had the funds.

We see your struggles, even the struggle to buy new textbooks, your lack of funds for feeding and buying what you want, or to even celebrate yourself; but without money, everyday feels like just every other day. I perfectly understand. But that all ends today. Without further ado, let's quickly dive into action;

How do you make ₦20k by "**chatting**?" that's what I'm about to show you. Now I want you to make a commitment to yourself, that you won't just read this and back down. This is what most people do, and you're not one of them, are you? You must take action like the winner that you are.

Now, I'm going to be brutally honest with you, this is the deal; EsteemExchange needs more customers, and you're going to be helping us do that and you in turn earn! We've thought this through after several meetings, and we, according to our **stats**, know that **at least 30% of your contact list** are our potential clients, so you have nothing to worry about. And we've come up with a **master plan** that will make this frictionless and effortless than you can imagine, for you.

What's the **masterplan**?

There's no doubt that everyone one aged of 16 years and above has at least 100 contacts on their phones, and if that's not your case; don't fret, you still stand a chance.

What you need to do is to refer just 10 people of your total contacts, and that's just 10% (out of your potential 30%) of your contact list, assuming you didn't succeed in approaching them well enough for the rest of the 20% people (which is impossible if you follow the plan). But understand, with just 10 people, you can hit your goal.

When you refer one person, and they trade successfully with us, you in turn get ₦2,000. And if you bring in 10 people. Guess what? You just made yourself ₦20k in one week. And this is limitless, you can bring as many people as you want.

Most of the work has been done for you, **we have put together a system** (an approach) that you will present to them that will *make them not resist you*, all you have to do is to use the system, and follow up like a normal human-to-human communication, but the goal is to convince them to be referred to our top-notch platform. Once you've done that, that's all.

How do you approach them?

So you're going to approach them like a normal human checking up on them, and you will actually check up on them, you will do a little background research of what's going on in their life, ask how they're doing and ask about what's going on in their life (based on your research). And they will ask you how you're doing in return, this is where you make your first pitch, You will then respond by saying:

"I'm doing well. I'm currently working in affiliation with an Exchange company that buys and sell cryptos and pays Naira. They are well tested and trusted, have the best rates, and they pay instantly (you can as well send them a link to our instagram). We are currently running a referral program and I get to earn rewards per each person I refer. Do you know anyone that would like to trade their cryptocurrency?"

Then send your referral link to them, so we can know the person is from you.

Boom! That's it. Simple right? And they will either say yes, they know someone, or they themselves actually trades cryptocurrency.

You can attach this photo to the message once sent:



BEST RATES
FAST PAYMENT

We've Got You Covered

- | Btc
- | ETH
- | USDT
- | GIFTCARDS

Send us a DM



09133962870



@_esteemexchange



no. 1 vendor ● ● ●
BITCOIN|GIFTCARDS

I want you to understand this; it takes courage to make money. You have to look past every fear/distractions that you might have in your mind. They cannot bite you, and they can't beat you either, the most they'll likely say is No, and that's fine. Keep on messaging, I guarantee you will find at least 10 people for a start, and you make your first 20k, the possibilities are limitless and we've provided all the things you would need! You have no reason not to take action Now. Remember the commitment you made to yourself in the beginning, I hope you own up to your words and make your 20k to do whatever you need to do with it.

Summary;

Generate your unique referral link or DM us on WhatsApp: We'll send you your unique referral link

Refer: Contact your friends, family, and colleagues, using the **masterplan approach**.

Trade: When they start trading with us, you instantly earn ₦2,000 per referral. 10 referrals = ₦20k

Repeat: Keep sharing and watch your earnings grow.

That's all! All with your phone.

Generate your Unique Referral link here;

Type in this;

And input your name.

So When they use your link and DM us, your name can appear and we can have you on record.

Again, Here's your chance to prove to anyone but yourself that you're serious minded.

I've found out that people are good at 2 things; Make money or make excuses, BUT you can only pick one.

The choice is in your hands, you can either go back to scrolling tiktok and instagram, or be that one that takes action. I guarantee you, if you actually try, your possibilities are limitless!

CTA → Get Started

FASCINATIONS

How to make N20k per week, guaranteed!

- 1 week ~~₦0~~ to ₦20,000 challenge.

Why making ₦20,000 per week is necessary, and how to go about it.

- Are you capable of making ₦20,000 in one week? Only for top dawgs.

5 ways to make ₦20,000 per week.

- Hot take: Making ₦20,000 per week isn't hard, and you can do it at the comfort of your house, plus you don't need a Laptop.
- Earn steady income: Make ₦20,000 or more per week. Guaranteed!
- How you can make ₦20,000 per week, only for the few who are ready.

The steady income stream you've been waiting for; Make ₦20,000 in one week... you don't need a laptop, and NO you don't need to leave your house.

- 1 simple hack to supercharge your financial life.
- 11 ways to level up your financial game!
- 7 things I learned this year that completely changed my perspective on Finances, If I had to start all over again in _____, here's what I would focus on.
- The easiest quickest way to make ₦20,000 in one week, and get.

The easiest, quickest way to make ₦20,000 in one week.

IMAGINATION PROCESS

Buy a Coffee or Drink:

Imagine stepping into your favorite cozy café, greeted by the rich, inviting aroma of freshly brewed coffee. You hand over your \$3 and feel the warmth of the cup in your hands. As you take a sip, the smooth, comforting taste fills you with a moment of pure relaxation and contentment.

Public Transportation:

Picture yourself rushing to catch the bus on a hectic morning. With your \$3, you secure your ticket just in time, and as you settle into a seat, you feel a wave of relief wash over you. The gentle hum of the bus and the rhythmic cityscape passing by outside the window create a soothing background, turning your commute into a serene interlude in your day.

Fast Food Item:

Visualize the mouthwatering smell of freshly fried fries or a juicy burger as you walk into your favorite fast-food joint. With your \$3, you indulge in a satisfying snack that brings back memories of carefree days and simple pleasures. Each bite is a burst of flavor, filling you with a sense of nostalgic happiness.

Snack:

Think of grabbing a snack from a convenience store during a busy day. As you unwrap your favorite chocolate bar or bag of chips, the crinkling sound and the familiar, delicious taste provide a momentary escape and a delightful treat that lifts your spirits and gives you a quick boost of energy.

Digital Purchase:

Imagine relaxing at home, browsing through your favorite digital content. With your \$3, you rent a movie or buy a new song, and as you press play, you're transported into another world. The captivating storyline or the rhythmic beats fill you with excitement and joy, making your evening special.

Tip:

Envision the smile on a waiter's face as you leave a generous tip with your \$3. The gratitude and appreciation in their eyes warm your heart, knowing you've made someone's day a little brighter. The simple act of kindness fills you with a sense of fulfillment and positive energy.

Savings:

Picture dropping your \$3 into a savings jar or adding it to your account. The satisfying clink of coins or the confirmation of your deposit is a small but powerful reminder that every bit counts. You feel a sense of pride and forward momentum, knowing you're steadily working towards your financial goals.

Charity:

Imagine handing over \$3 to a charity or a person in need. The sincere gratitude and relief in their eyes touch your heart deeply. You walk away with a profound sense of connection and purpose, knowing that your small contribution has made a real difference in someone's life.

Lottery Ticket:

Visualize buying a lottery ticket with your \$3, the thrill of possibility buzzing in your mind. As you scratch off the numbers or wait for the draw, your imagination runs wild with dreams of what you'd do if you won. The anticipation fills you with excitement and a sense of playful hope.

Parking Fee:

Picture arriving at a busy downtown area and finding the perfect parking spot. With your \$3, you pay the meter, feeling a rush of satisfaction as you secure your space. You walk away, free to enjoy your outing without worry, the peace of mind adding a spring to your step.

Each of these scenarios is designed to evoke a strong emotional response, engaging the senses and imagination to make the value of \$3 feel tangible and impactful.

Can you list out 10 more scenarios?

ChatGPT

Of course! Here are 10 more scenarios, each enhanced with compelling emotion, kinesthetics, and vivid imagination to show how a 34-year-old man might experience spending \$3:

Streaming Subscription:

Imagine sitting down after a long day, logging into your favorite streaming service that you subscribed to for just \$3. As you dive into the latest episode of your favorite show, you feel a sense of relaxation and escape, each scene drawing you deeper into the storyline and away from daily stress.

Phone Call Credit:

Picture topping up your phone with \$3 worth of call credit. You make a call to an old friend, and as their voice fills your ear, you feel a wave of nostalgia and joy. The conversation flows easily, bridging the miles between you and strengthening your bond.

Ice Cream Treat:

Visualize walking into an ice cream parlor on a hot day. With \$3, you buy a scoop of your favorite flavor. The cool, creamy texture and sweet taste are a refreshing delight, each spoonful bringing a smile to your face and a pleasant break from the heat.

E-book Purchase:

Imagine browsing through an online bookstore and finding an e-book that catches your eye for \$3. As you download it to your device and start reading, you're transported to a new world. The engaging plot and vivid descriptions spark your imagination, providing hours of intellectual and emotional enjoyment.

Candle:

Picture buying a small, scented candle with your \$3. As you light it in your home, the gentle flicker of the flame and the soothing aroma create a calming ambiance. You feel a sense of peace and relaxation, the stresses of the day melting away in the warm glow.

Local Newspaper:

Imagine buying a local newspaper with your \$3. Sitting in your favorite chair, you unfold the pages and dive into the latest news and stories. The rustle of the paper and the connection to your community provide a comforting routine, keeping you informed and engaged.

Bottled Water:

Visualize buying a chilled bottle of water on a sweltering day. The cold, refreshing sip quenches your thirst instantly, revitalizing your body and mind. The simple act of hydrating leaves you feeling energized and ready to tackle the rest of your day.

Busker Tip:

Picture walking down a lively street and coming across a talented busker. With your \$3, you toss a few bills into their open guitar case. The performer's appreciative nod and smile warm your heart, and the music resonates deeply, enhancing your day with unexpected joy.

Donation to Animal Shelter:

Imagine donating \$3 to a local animal shelter. The thought of helping provide food or medicine for a stray animal fills you with a sense of compassion and fulfillment. You feel connected to a cause that matters, knowing your small contribution can make a big difference.

DIY Project Supplies:

Visualize heading to a craft store and spending \$3 on supplies for a DIY project. As you gather the materials and start creating, the tactile engagement and creative process bring a sense of accomplishment and joy. The finished product is a testament to your skills and creativity. These scenarios add depth and richness to the simple act of spending \$3, making each experience more vivid and emotionally engaging.

How about YouTube and netflix subscriptions? paint a scenerio for that also

ChatGPT

Sure, here are scenarios for YouTube and Netflix subscriptions, enhanced with compelling emotion, kinesthetics, and vivid imagination:

YouTube Subscription:

Imagine subscribing to YouTube Premium with your \$3. As you sit on your couch and open the app, you feel a sense of excitement knowing you can now watch your favorite videos without ads. You select a video from your favorite creator, and as it starts playing uninterrupted, you feel immersed in the content. The crystal-clear audio and video quality enhance your viewing experience. You can even download videos to watch offline during your commute, transforming a typically mundane part of your day into an engaging and entertaining time. This subscription also gives you access to exclusive content, making you feel part of an exclusive community.

Netflix Subscription:

Picture yourself using \$3 to contribute to your Netflix subscription. After a long day, you grab a bowl of popcorn and settle into your favorite spot on the couch. You log in to Netflix and browse through an endless array of movies and shows. You pick a highly anticipated series and as the first episode starts, you feel a thrill of anticipation. The high-definition visuals and captivating storylines draw you in completely. Each episode leaves you on the edge of your seat, and the ability to binge-watch without interruptions fills you with a sense of luxurious indulgence. The world fades away as you lose yourself in a cinematic experience right in your living room. These scenarios highlight the emotional and sensory richness of subscribing to YouTube and Netflix, making the \$3 investment feel incredibly rewarding and immersive.