

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** Financial Advisory

**Business Objective:** Scale from 400 to 600 clients

**Funnel:** Google Search Ads

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# WINNER'S WRITING PROCESS

## 1. Who am I talking to?

- Organisations and Individuals
- Stressed out over their financial situation or a previous financial advisor, wanting to find someone who can help their situation and explain their next steps clearly and concisely, they want someone they can trust.

## 2. Where are they now?

- Searching on google, looking for someone who can help their current financial crisis, someone trustworthy and reliable.
- Current levels
  1. **Pain/desire** - **5/5** since they are searching for it
  2. **Belief in the idea** - **2.5/5** they know what financial advisory is if they are searching for it but they may not believe in how well it can actually help their current situation, they may just be looking into their options
  3. **Trust in the company** - **2/5** they may not know Bryan but he has a good local reputation and a professional website/profiles
- Current State
  1. Confused - They don't understand financial literacy and need clarity
  2. Stressed out - Their current financial situation is likely rough
  3. Skeptical - About whether or not Bryan can be trusted, or even if financial advisory is what they need right now
  4. Angry - At their current financial situation
  5. Embarrassed - Nobody is proud if they're in a bad place financially
- Dream State
  1. To have their confusion cleared and their questions answered, they want someone who can explain complex topics in an understandable manner
  2. They want their stress eased and their anxiety put to rest
  3. They want an advisor with their best interests at heart, someone who wants the best for them, not the best for themselves
  4. An advisor they can trust in all endeavors, who will communicate clearly, tailor their advice to them specifically, someone who is competent/knowledgeable, someone who is transparent

- Market Awareness and Sophistication
  1. **Market awareness** - The market is at Level 3
  2. **Market Sophistication** - The market is at level 5, experience play

### 3. What do I want them to do?

1. Stop and look at my google ad
2. Believe my ad is their best option
3. Click the link to my website
4. Be sold by the website to book with my client
5. Book with my client

### 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?

1. My ad needs so stand out, something that'll get their attention and make them stop and read my ad
2. The ad must instill as many of the following traits as possible: trustworthiness, good reputation, commitment, knowledgeability, experience, reliability, clarity, personalization, and good communication. These are the traits the market values the most and will make them click the ad. Adding in a sense of curiosity is also key.
3. They need to be sold by the website, which must instill all of the previous traits. It already has good SEO and does a good job at selling the previous traits. It needs more testimonials to build trust in Bryan, and a stronger CTA to get more bookings.

**DRAFT**

## Headlines

Adding 3 headlines or more will help your ad performance

Headline 1

Resilient Financial

19 / 30

Headline 2

Otago's Most Trusted

20 / 30

Headline 3

0 / 30

## Descriptions

Adding 2 descriptions or more will help your ad performance

Description 1

20+ Years Of Experience - Financial Advice Tailored To You

58 / 60

Description 2

Book Your Free Financial Health Check Today

43 / 90

[Add description](#)



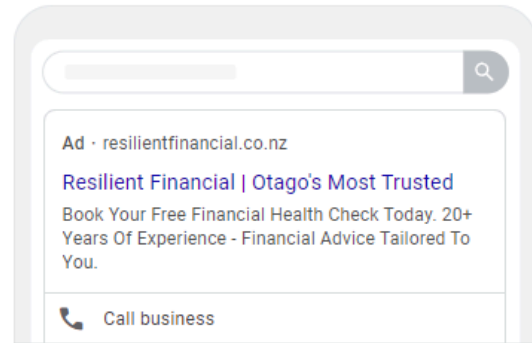
Show a call button in your ad

New Zealand ▼

Phone number

03 927 4073

## Ad Preview



Assets can be shown in any order, so make sure that they make sense individually or in combination and do not violate our policies or local law. You can make sure certain text appears in your ad.