# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Fibre Router Connection Provider

Business Objective: Get Lead and Close a Sale.

### **Funnel:**



# WINNER'S WRITING PROCESS

### 1. Who am I talking to?

- a. Prospect looking for fibre connection.
- b. In dire need of a good service and speed.
- c. professionals working from home

### 2. Where are they now?

- a. Searching over google
- b. Current Levels
  - i. Desire: 8/10 buyer will be searching means they need
  - ii. Belief: 8/10 buyer already know router can help with there connection
  - iii. Trust: 5/10 good review and pricing and SPEED
- c. Current state
  - i. Insufficient data
  - ii. Unstable connection

- iii. High pricing
- d. Dream State
  - i. Good stable connection
  - ii. High speed and bandwidth
  - iii. High range router
  - iv. Unlimited data

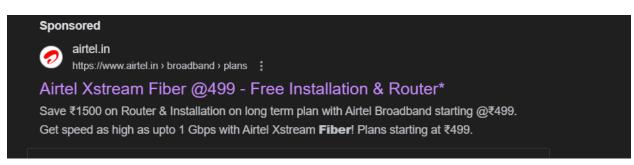
### 3. What do I want them to do?

- a. Put attention to the advertised link on search
- b. Click on the link and fill the contact details
- c. Spend time comparing plans to other service

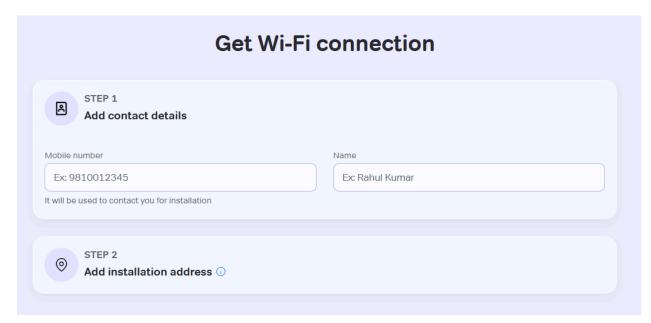
# 4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- a. Put attention to the advertised link on search
  - i. Unlimited high speed Internet connection\*
  - ii. Free Professional Installation and free router dual band\*
- b. Click on the link and fill the contact details
  - i. Fill the form to see comparison and available offer\*
- c. Spend time comparing plans to other service
  - i. High quality connection and OTT benefits\*
  - ii. Free Installation and Router with 3 months plan\*
  - iii. \*100% refundable security deposit

## **DRAFT**



Similar to above link: Tataplay Fiber @499 - Free Professional Installation & Router Dual Band\*



Fill out the form to see the exciting offers Continue to see the plan comparison

MONTHLY PRICES	INTERNET SPEED	DTH BENEFITS	OTHER Benefits	WI-FI ROUTER & INSTALLATION	
₹499	Up to 40 Mbps	-		Free on 6 Months/12 Months plan	BUY NOW $ ightarrow$
₹599 <sup>*</sup> *In select Geographies	Up to 30 Mbps	350+ TV channels (HD included)	Disney+ Hotstar, 20+ OTTs & much more	Free on advance plans	BUY NOW $ ightarrow$
₹699 <sup>*</sup> <sup>*</sup> In select Geographies	Up to 40 Mbps	350+ TV channels (HD included)	Disney+ Hotstar, 20+ OTTs & much more	Free on advance plans	BUY NOW $ \rightarrow $
₹799	Up to 100 Mbps	-		Free on 3 months/ 6 Months/12 Months plan	BUY NOW $  ightarrow$
₹899	Up to 100 Mbps	350+ TV channels (HD included)	Disney+ Hotstar, 20+ OTTs & much more	Free on advance plans	BUY NOW $\rightarrow$
			Amazon Prime. Disnev+ Hotstar. 20+ OTTs &	Free on 3 months/	

Adding one more column for competitor pricing

\*PAY KNOW AND SAVE 100% ON INSTALLATION AND ROUTER CHOOSE DESIRED ROUTER SINGLE/DUAL BAND at no extra cost