

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

Sponsored



airtel.in

<https://www.airtel.in/broadband/plans>

Airtel Xstream Fiber @499 - Free Installation & Router*

Save ₹1500 on Router & Installation on long term plan with Airtel Broadband starting @₹499.

Get speed as high as upto 1 Gbps with Airtel Xstream **Fiber!** Plans starting at ₹499.

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

Get Wi-Fi connection



STEP 1

Add contact details

Mobile number

Ex: 9810012345

It will be used to contact you for installation

Name

Ex: Rahul Kumar



STEP 2

Add installation address ⓘ

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 →
₹599* <small>*In select Geographies</small>	Up to 30 Mbps	350+ TV channels (HD included)	Disney+ Hotstar, 20+ OTTs & much more	Free on advance plans	BUY NOW →
₹699* <small>*In select Geographies</small>	Up to 40 Mbps	350+ TV channels (HD included)	Disney+ Hotstar, 20+ OTTs & much more	Free on advance plans	BUY NOW →
₹799	Up to 100 Mbps	-	-	Free on 3 months/ 6 Months/12 Months plan	BUY NOW →
₹899	Up to 100 Mbps	350+ TV channels (HD included)	Disney+ Hotstar, 20+ OTTs & much more	Free on advance plans	BUY NOW →
----	Amazon Prime, Disney+ 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**