

I'm writing to create persuasive Instagram Story copy to sell a Rome to Padua train ticket.

Winners Writing Process (WWP)

1. Define the Business Objective:

- **Objective:** Sell a Rome to Padua train ticket for €45.66 quickly, showing that it's €14 cheaper than the current price of €60.

2. Choose the Funnel/Marketing Asset:

- **Asset:** Instagram Stories, which are great for grabbing attention quickly and encouraging immediate action.

3. Define the Target Market:

- **Avatar:**
 - **Who:** Young professionals, students, and tourists aged 25-45 who use social media and want convenience when traveling.
 - **What They Value:** Saving money, reliable solutions, and quick answers to last-minute needs.

4. Analyze the Current State:

- **Audience's Situation:**
 - They often deal with the frustration of high last-minute ticket prices and the stress of finding a good deal quickly.
- **Beliefs and Ideas:**
 - They believe last-minute travel is always expensive and hard to avoid.
 - They might think it's too late to find a good deal.
- **Trust:**
 - They need to feel confident that this deal is real and easy to grab. Simple, clear instructions will help.

5. Define the Desired Actions:

- **Primary Action:** Get them to send you a DM on Instagram to buy the ticket.
- **Secondary Action:** Make them feel like they need to act fast to avoid missing out on the savings.

6. Market Awareness and Sophistication:

- **Market Awareness:** The audience is **problem-aware**. They know that last-minute tickets are usually expensive, but they might not know that a deal like this exists.

- **Market Sophistication:** The audience is **moderately sophisticated**. They have seen deals before but might be skeptical of offers that seem too good to be true.

- 7.
- **What They Need to See:**
 - Clear savings: €14 off the current price, making the deal too good to pass up.
- **What They Need to Feel:**
 - Relief that they found a cheaper option and confidence that they're making a smart choice.
- **What They Need to Experience:**
 - A smooth, trustworthy process that makes them feel secure about the purchase.

Copy :

How to avoid high train prices and save €14.00 on your trip from Rome to Padua

If you're tired of paying high prices for last-minute tickets, It's unfair to pay more just because you booked late.

This is your quick and easy way to book a train ticket while keeping MORE money in your pocket.

Pay full price or DM me now to save €14.



How to avoid high train prices and **SAVE €14.00** on your trip from Rome to Padua.

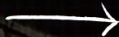
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Pay full price or DM me now to save €14.

~~60€~~



45.99€

6:35

DATE: 30 / 08 / 2024