

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Cafe

Business Objective: Create a dining experience focusing on fresh, simple, and comforting meals.

For me, I plan on helping them attract more attention via creating a landing page or optimizing their Instagram

Funnel: Via Facebook seems to be where they are the most active along with reviews their customer leaves on sites like Google, TripAdvisor, Facebook, and Slurpy.

Creating a Landing Page via stealing from the top players or optimizing their Instagram with the right kind of post that will attract more customers or more accurately locals or out-of-towners.

WINNER'S WRITING PROCESS

1. Who am I talking to: local people local and out-of-towners
2. ages:18-40
3. Where are they now: Now they are at home leaving reviews about their time at the cafe mostly talking about the food and how good it is on [this site](#) they mostly talk about services, food, and atmosphere and rate it 4 out of 5 for either all three or two.
4. Desires/Pain:4.5
5. Belief4.7/5
6. Trust: 4.8/5
7. Market Sophistication:3
8. Market Awareness: They are problem-aware
9. Current State: Many of their customers see the cafe as a place where they can get a good meal and good service
10. Dream State: Having a quiet/comfortable place to go in the mornings to get some work done and enjoy a good cup of coffee
11. Enhanced Comfort: Expanding seating options to include more cozy, quiet corners for individual work as well as communal tables for groups. Having wall outlets for customers to charge their phones/laptops at any given time.
12. Expanded Menu: Introducing trendy, health-conscious options to cater to the preferences of a younger, more health-aware demographic.
13. Improved Services: Streamlining service during peak hours, possibly through digital ordering options or a loyalty program that rewards frequent visits.
14. Unique Offerings: Creating special events or themed days that align with the local community's interests, such as live music, art displays, or coffee tasting sessions, could further deepen customer engagement.

15. What do I want them to do: I want them along with all of the locals to discover Maggie Mae and Increase traffic on the landing page and IG account.
16. What do they need to see/feel/experience to take the action I want them to, based on where they are starting:
 - a. They need to see what kind of environment Maggie Mae cafe provides for their customers on the landing page
 - i. They need to feel or envision the same ambiance and aura the other locals and out-of-towners have felt when at and eating at Maggie Mae that people have described on a certain Instagram post or from the testimonials on the site.
 - ii. I need their desire to increase cause after discovering Maggie Mae and the food services they can't wait to experience them for themselves.
 - iii. I want trust for newcomers at say level 3 and belief at 4 so that they don't think that all the hype they experienced was for nothing and they don't want to come back to the cafe.

DRAFT

SL: Partnership

Hi Maggie,

I've noticed your cafe is thriving on Facebook, and I believe there's an opportunity to reach even more locals and out-of-town travelers by expanding your online presence.

And the way to attract more locals and out-of-town travelers is by having your own landing page.

Having a website can enhance your cafe's visibility so that you can gain attention from your Facebook page and your newly acquired SEO.

Other cafes like Wake Up Coffee and Zeig's Cafe use this method to attract more customers while Maggie Mae's can do this to draw in more locals and out-of-towners.

Would it work for you if we had a quick call this week to discuss business?

Sincerely, Jordan Richardson