

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Finance/Crypto Exchange

Business Objective: Get visitors to contact EsteemExchange with the intention to trade.

Funnel: Via webpage.

WINNER'S WRITING PROCESS

1. Who am I talking to? (men or women, or general?)



- a.
- b. Mojola, 22
- c. **Occupation:** University Student (Part-Time Forex Trader)
- d. **Location:** Lagos, Nigeria
- e. **Tech Savviness:** Limited. Comfortable using basic apps but often needs step-by-step guidance for anything complex.
- f. **Income Level:** ~~₦250,000–₦600,000~~ monthly (mostly from forex trading withdrawals paid in crypto).
- g. Mojola is a third-year university student juggling academics with his passion for forex trading. Trading is his side hustle to support himself and occasionally splurge on gadgets, trendy outfits, or hangouts with friends. He's heard about crypto as the fastest way to receive his forex withdrawals, but he struggles to find reliable platforms to exchange it for naira without stress.

Past experiences with some shady platforms have left him skeptical—he's tired of delayed payments, hidden charges, and outright scams. Every time he withdraws from his forex account, he feels the pressure to quickly convert his earnings to naira so he can use the money.

- h. **Day in the life:**

It's 7:30 AM, and Mojola's alarm buzzes for the third time. He groans, rolls over, and grabs his phone. His eyes squint at the glowing screen as he checks his forex trading account. "Nice," he mutters, seeing a \$50 profit from last night's session. His mind immediately races: Time to cash out.

By 9:00 AM, Mojola's in his first class of the day, half-listening to his lecturer drone on about economic models while scrolling through his WhatsApp chats. He checks for updates from a crypto exchange he used last week. No response. The memory of waiting 24 hours for his money still stings. "Never again," he mumbles under his breath.

At noon, between classes, Mojola decides to withdraw his crypto earnings. His palms sweat slightly as he opens his forex app and transfers the funds to his wallet. He takes a deep breath—this step always feels risky.

By 1:30 PM, Mojola is in the campus cafeteria with his friends, but he's glued to his phone. He's found EsteemExchange. "They say it's fast," he mutters, scrolling through testimonials. Five minutes to get paid? Sounds like a dream. His stomach growls, reminding him he hasn't eaten yet, but he's too focused on completing his first trade.

At 1:40 PM, Mojola gets the alert: Payment received. He stares at the notification, a smile spreading across his face. "No wahala, no delays," he says, feeling a rare sense of relief. He treats himself to a plate of jollof rice and a bottle of Coke, feeling like a king.

By 7:00 PM, after classes and a quick nap, Mojola logs into his forex account, ready for another trading session. This time, he feels lighter—his withdrawals are no longer a source of stress. With EsteemExchange, he's found the reliability he's been craving.

As the sun sets and Lagos hums with life, Mojola leans back, fingers poised on his laptop, and whispers, "Let's get this money."

2. Where are they now? (where are they in my funnel? / where are they in regards to their attention, desire, believe, trust?)

- a. On the website page
- b. Market Awareness: Level 3.5: Semi-aware of EsteemExchange from an ad/Friend recommendation/podcast, etc he saw/heard but doesn't know us well

enough to trust or believe us. We will call out Solution and position ourselves as the best form of solution

c. Market sophistication: Stage 4.5 - 5 – Market is tired of everything. We will niche down to men only and do an Identity play tapping into virtues like Trust, Loyalty

d. Current Levels

i. Pain/Desire - 7/10: their desire for fast, secured, trustworthy exchange is very amped currently (cost threshold especially sacrifice is way up—8.7).

We will:

1. We will quickly call out desire, present solution and couple our brand as the best form of solution
2. We will signal trust by review ratings, 100% at the beginning
3. We will also add “100% Scam-Free Zone” badge
4. We will add transaction value completed

ii. Belief in our Exchange platform - 4/10 – They are over the fence, skeptical from their previous experiences. (threshold is 7). We will:

1. We will also add “100% Scam-Free Zone” badge
2. We will add transaction value completed

iii. Trust in EsteemExchange - 2/10 (threshold is 7)

1. Social proof: testimonial
2. Highlight no of years in business
3. Highlight value of transaction completed
4. Highlight completion rate

e. Current State

- i. They are afraid of getting scammed like other exchanges
- ii. They are afraid of being ensnared by rates
- iii. They are suspicious of changed wallet address, they prefer one particular wallet address
- iv. They are not allowed/in control of their funds during emergency times—“Didn’t allow me to withdraw despite being stranded.”
- v. They were not allowed to get paid with another payment process—“This app can’t even allow me to add another bank account. This is crazy, since the day before yesterday. I can’t even do any transactions because of the rubbish the app is doing. I don’t just know what to do, Customer service is giving me rubbish answers. Please fix the rubbish.”
- vi. Delayed transaction process with their current exchange—“The transaction has been completed, but yet there’s nothing in my wallet.”
- vii. They are having transparency issues with the current exchange; they think they are being cheated (which they are) because they got paid less than the value they are suppose to—“I didn’t want to trust it at first but it’s real good also what I hate about this app is when I trade gift cards and it says I am to get 60\$ it will later on send me 15\$ I don’t know if I am being cheated or anything like that but I hate it this way hope something can be done about it”

- viii. Their gift cards get rejected almost all the time– “Hmmm! With what i'm seeing i don't think i will have a need using the app anymore.. I don't wanna experience the huge loss i experienced with GLOVER app again... Card will be redeemed & still got rejected”
- ix. They have been ripped off, and have had enough of their current exchange– “This app are indeed thieves, they ripped my card tonight and its very painful. If you are thinking of losing your money you can use this app but i would advise anyone cos right now am so in pains. They stole my gift card, God will definetely punish the person doing the dirty works Useless app”
- x. They are frustrated about the current rate they are getting now and they are not to trade units– “They are Very low rate 😞😞,they don't pay below 5000naira, the most stupid trading platform I have ever seen”
- xi. They are frustrated by unresponsive customer support –“They won't give me my money. I've contacted customer support so many times and I gave them info, and now I can't get them to answer!!!”
- xii. They are frustrated of non-negotiated charges– “They'll even remove charges from the money they sent you.”
- xiii. They are tired of the complexity of the transaction process-they believe it's suppose to be straightforward and simple– “The app is giving me stress. It took so long to confirm and pay out.”
- xiv. They have found themselves in trouble– “This is so frustrating do you know I'm actually in trouble now because I traded that card for someone, and now I'm under pressure and debt. After I provided all the info you needed both the transaction hash and the confirmation receipt, now you got me into debt because of that!”
- xv. They can't trust their funds with their current exchange – “I couldn't make a withdrawal same yesterday only for me to logged into the account and half of my money has been deducted from my wallet without any trace of transaction attached nor email notifications,I have reached out to their customer service and they pretending not to know what I'm talking about, please guys stop using this platform else you would be a victim someday is a scam zone”
- xvi. They are tired of complexities – “Every day maintenance, In a week, I can have access to my wallet just once or twice”
- xvii. They are frustrated of their incompetence– “They are very incompetent and can't handle financing they fail every time, sometimes it makes someone wait for days before withdrawals can be made, I checked on Google and there was a report that the app could sometimes be manipulated and that's really not safe, if you got any asset in there get it out and delete the damn app If I had options for zero stars I would have been more than happy to pick that for this damn app”
- xviii. They are frustrated they have not successfully redeemed their cards before – “I have never successfully redeem card with this platform.

Everytime it tell me that my card is used. I don't know if it's this app that lies to me or something.”

- xix. They have settled for slow payments, getting ripped off their gift cards, etc compared to their ideal dream state of getting paid fast
- xx. They don't have a trustworthy exchange they can always bank on– “When you need money urgently, XYZ will turn you down.”
- xxi. They feel like they weren't smart enough, cause it's hard to explain to their friends how they got scammed off their money while they literally cannot do anything about it.

f. Dream State

- i. They want fast and swift payment, to be able to make emergency transaction and get paid quickly.
- ii. They want friendly responsive, and effective customer support–“...Plus, the speed of the transactions and the friendly customer support have made it my go-to choice for trading, and at wonderful rates.”
- iii. They want a simple, effortless, and straightforward process– “The xyz App Is Just Different...even a layman can understand it.” , “Bring back the original version and the easiest method to sell bitcoin.”
- iv. They want withdrawals like “the speed of light” –Customer service is applaudable, and withdrawal is like the speed of light.
- v. They want transparency in rate, if any charges, should be affordable – “XYZ is affordable, and barely charges a dime to exchange Bitcoin and Gift cards for cash.”
- vi. They don't want to worry about their funds– “I don't need to worry about my funds/money again cuz I know they are in safe hands.”
- vii. They want a reliable, efficient and professional team – “The team behind XYZ is reliable and highly efficient. They don't disappoint.”
- viii. They want to assured of 100% commitment to their own interest – “They are very timely and consistent with responding and show a very vested interest in their handling of each specific issues and makin sure that it is taken care of as well as it can be. Thank you for the great service and support provided each time. I've received assistance while using the platform.” “...the app is intuitive, user friendly, and reliable, the features are well thought out and the customer support is top-notch”
- ix. They want the easiest way to manage their finance – “It has made managing my finances so much easier.”
- x. They want a safe way to trade their cryptos – “It's safe to do your business.”
- xi. They want the best value for their cryptos (Good rates) – “I highly recommend prestmit to anyone looking to get the best value fot their cryptos. It's reliable efficient, and offers some of the best rate out there.”
- xii. They want a clear and transparent exchange rate – “The transaction is convenient and the exchange rate can be clearly seen.”

3. Problem > Mechanism > Product (👉🚨 use the independent canva diagram.)

- a. Current State: They have Cryptos
- b. Dream State: They want to have naira
- c. Problem/Roadblock: They get delayed of their payment, They Lack trust with exchange of getting scammed, Unsure of Non-negotiated hidden charges, Slow and delayed withdrawal, Skeptical of not getting whole of their payment, Unsure of trade limit; Some have units to trade but don't know if they can get their withdrawal, Afraid of their cards getting rejected, Unsure of the response rate of the customer, if push comes to shove, Unsure of the rate they'll be getting because of low rates
- d. Solution/Mechanism: A simple platform, A reliable exchange they can always trust, to receive payment from, transparency in charges and rate,
- e. Product: EsteemExchange, A reliable platform for them to trade their btc

4. What do I want them to do? (what specific actions do I want them to take at the end of this little experience?)

- a. Contact EsteemExchange to initiate their first trade.

5. 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. Neat, sleek, and professional site on their landing:
 - i. Dark background, with white Headline to balance it
 - ii. Headline→ Call of desire e.g: Crypto trading made simple
 - iii. SubHead→ Make a claim base on headline, couple it with the assets they want to trade, also highlight other prominent desires e.g: The easiest way to buy, sell, send or receive crypto assets like Bitcoin, Ethereum, USDT, Tron and more with ease. Fast and secure transactions 24/7 with transparent fees.
 - iv. Social proof with review ratings
 - v. CTA button → get started
- b. Social proof section to amplify trust:
 - i. Highlight value of transaction completed
 - ii. Highlight no of years in business
 - iii. Highlight completion rate
- c. List out benefits they get from trading with us:
 - i. Highlight payment time interval
 - ii. Highlight all naira banks are supported, and momo for ghana cedis

- iii. Highlight that bulk and unit are accepted
- d. Demonstrate step by step process of how they get started
- e. Social proof section: dump testimonials
- f. Comparative section:
 - i. Headline: call out why we are different
 - ii. Subheadline: Talk about their current states and link it to other platforms and all the counter features are what EsteemExchange brings
- g. Coming soon section:
 - i. Mention that mobile app is coming soon
- h. CTA close
- i. CTA button
- j. Footer

DRAFT

Headline

Delayed Payments?

We Pay in 5 Minutes or You Get ₦1,000 Extra.

Widgets that display (Fast, No limits, Transparency, and support)

CTA Section

[Trade Now] [Check rates]

Key features

Subhead–Maximize Your Trading Success with EsteemExchnage.

1. Fast Payments: Get Paid in 5 Minutes – Guaranteed!

No waiting, no excuses. Your money hits your account in 5 minutes or less. The ₦1,000 isn't the point—it's our confidence that we'll deliver every single time.

2. **Flexibility: Trade Big or Small – No Limits.**

Whether it's ₦5,000 or ₦5,000,000, we've got you covered. Trade what you want, when you want, with zero restrictions. Your crypto, your rules.

3. **Wide Payment Support: Every Bank, Every Time.**

We support **all Nigerian banks** and even **Momo for Ghana cedis**. Get your cash directly into your account, fast and hassle-free.

4. **Transparent Rates: No Hidden Charges.**

What you see is what you get. No sneaky fees, no surprises. Every naira is accounted for before you hit "confirm."

5. **24/7 Support: We're Always Here for You.**

Day or night, our team is ready to help. Got a question? Need assistance? We're just a message away. Trading has never been this stress-free.

Why Trust EsteemExchange?

Subhead—Trade with the most reliable platform

- **100% Scam-Free Zone:** Trade with confidence, knowing your funds are safe.
- **Guaranteed payout** Get paid in 5 mins or we pay ₦1,000 extra.
- **98% Success Rate:** Fast and reliable payments every time.
- **Over ₦1 Billion** in completed transactions.

Social Proof Section

🌟 Our Traders Trust Us

Hear from real people who've experienced fast, secure, and straightforward trading with EsteemExchange:

Excellent ★★★★★ | 5.0/5

- “Every transaction is lightning-speed, and the support team is very responsive. Zero panic with EsteemExchange!” – Akorede
 - “I’ve used many trading platforms, but EsteemExchange is by far the most reliable. Fast payments and unbeatable rates!” – Peter Audu
 - “No hidden charges, no hassles. Just straightforward trading. EsteemExchange has never let me down.” – Oluwadamilola
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Get Started in few steps


Three Simple Steps to Get Paid:


1. **Chat With Us:** Send us a message. We’ll confirm the best rates and answer your questions.
 2. **Confirm the Rate:** Lock in your rate and send your crypto or gift card.
 3. **Get Paid Fast:** Receive your payment in **5 minutes or less**.
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Why EsteemExchange is Different


Your Current Experience

 Waiting hours or even days for payments.


 Hidden charges that eat into your earnings.

 Rude, unresponsive customer support.

What We Bring to the Table

 **Lightning-Fast Payments:** Get your money in under 5 minutes.

 **Complete Transparency:** No hidden fees, no surprises.

 **Reliable Support:** Our team is always ready to help.



Low rates that make trading feel like a loss.



Unbeatable Rates: Get the most value for your crypto.



Fear of scams and losing your funds.



Safe and Secure: A platform you can trust every time.

Coming Soon: Our Mobile App

We're making trading even easier. Stay tuned for the launch of our **official mobile app**, designed to give you a seamless experience anytime, anywhere.

Closing CTA

Don't wait any longer to simplify your crypto trading journey.

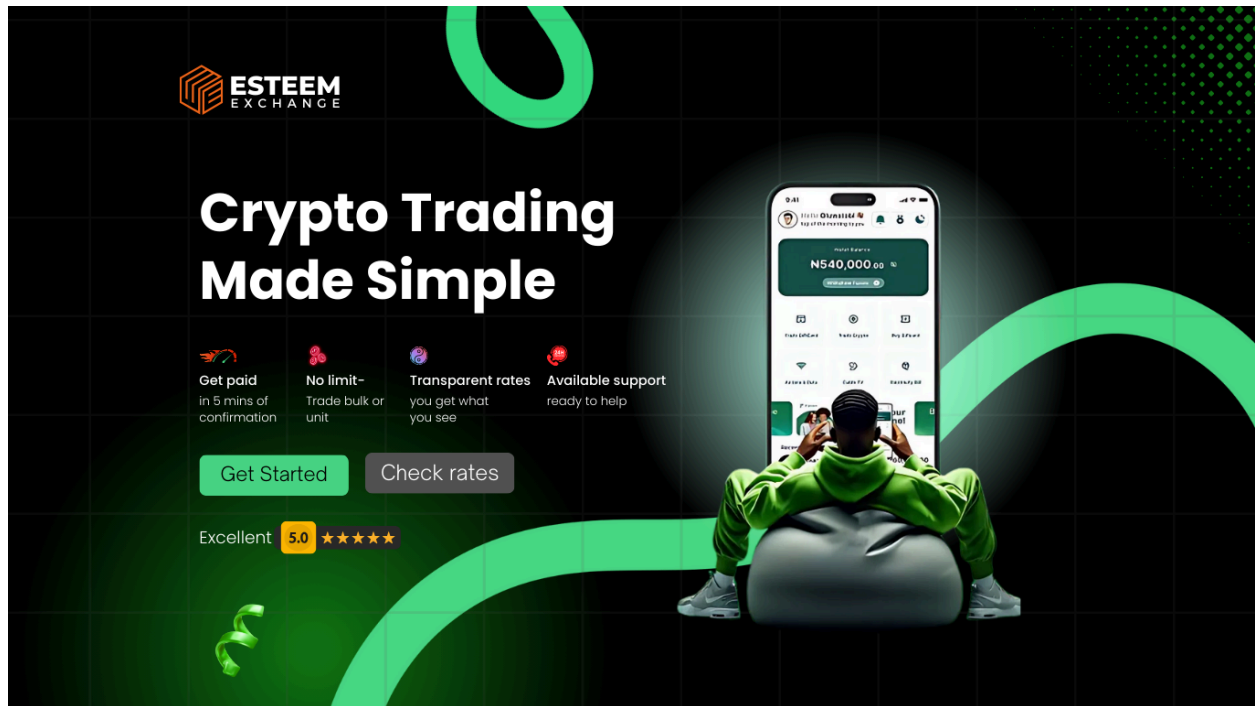
[Get Started Now]

Footer

EsteemExchange | Trusted by Thousands | Over ₦1 Billion Transacted





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DESIGN



ESTEEM EXCHANGE

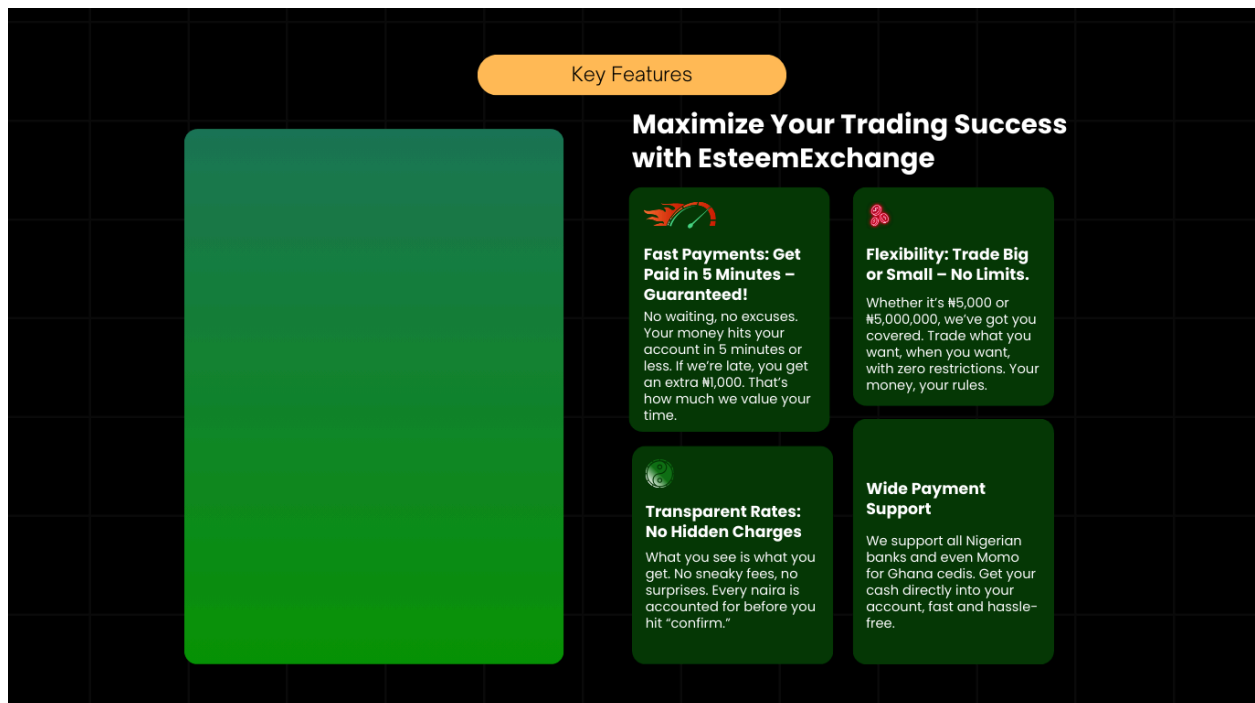
Crypto Trading Made Simple

-  **Get paid**
in 5 mins of confirmation
-  **No limit-**
Trade bulk or unit
-  **Transparent rates**
you get what you see
-  **Available support**
ready to help

[Get Started](#) [Check rates](#)


Excellent **5.0** ★★★★★

A person in a green hoodie is sitting on a large grey beanbag chair, looking at a smartphone. The phone screen displays the Esteem Exchange app interface, showing a balance of N540,000.00 and various trading options. The background is dark green with a grid pattern and large green abstract shapes.




Key Features

Maximize Your Trading Success with EsteemExchange




Fast Payments: Get Paid in 5 Minutes – Guaranteed!

No waiting, no excuses. Your money hits your account in 5 minutes or less. If we're late, you get an extra ₦1,000. That's how much we value your time.




Flexibility: Trade Big or Small – No Limits.

Whether it's ₦5,000 or ₦5,000,000, we've got you covered. Trade what you want, when you want, with zero restrictions. Your money, your rules.



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Our Traders Trust Us

Hear from real people who've experienced fast, secure, and straightforward trading with EsteemExchange:

Excellent 5.0 ★★★★★

“

I've used a lot of trading platforms, but EsteemExchange is by far the most reliable. Every transaction has been fast, their rate is 🍷🍷🍷...and they are always available

Peter Audu

“

I've been trading with EsteemExchange for a while now, and I've never had a problem. Their service is reliable, and I always get my payments instantly. A solid exchange you can trust!

Oligho Abel

“

I was skeptical at first because of bad experiences on other platforms, but esteem exchange changed that for me. Every transaction is lightning-speed, and the support team are very responsive. Zero panic with esteem exchange 🙌🏾

Akorede

Get Started in few steps



Chat with us

Start by sending us a message. Our friendly agents are here to confirm rates and answer any questions you have.



Confirm the Rate

We'll offer you our best rate. Confirm the rate, and send your assets



Get Paid Instantly

Complete your trade and receive your payment within 5 minutes.



MOBILE APPS



COMING SOON!



We are upgrading and innovating to make it easier for you to buy & sell

Why EsteemExchange is Different

Explore the features that make EsteemExchange stand out from so many other platforms.



Platform X

Lightning-Fast Payments: Money in your account in under 5 minutes.

Complete Transparency: No surprises, just straightforward trading.

Reliable Support: Our team is always available to assist you.

Unbeatable Rates: Get the most value for your crypto.

Safe and Secure: A platform you can trust every time.

Waiting hours or even days for payments.

Hidden charges that eat into your earnings.

Rude, unresponsive customer support.

Low rates that make trading feel like a loss.

Fear of scams and losing your funds.

Don't wait any longer to simplify your crypto trading journey.

[Get Started](#)[Check rates](#)

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