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Winners Writing Process

1. What specific business objective am I seeking to accomplish with this project? Why is it important? I'm currently trying to make money with this business and because of that, my objective is to get them more clients and eventually build a whole brand new funnel. The reason why it's important is because if I can get him more clients, he'll get more money, which also means that I get money.
2. What part of their online presence/funnel is needed to achieve this business objective? Okay, there are a couple of steps. First, we need to create a brand new website for them. Then, step two is to build out their social media platforms. The website needs to be done first.
3. Who Am I talking to? I'm targeting people who need simple tax returns and prefer not to deal with TurboTax. This includes Schedule C filers and those needing notary services. I'm focusing on individuals who appreciate personalized tax services with thorough explanations. Psychographic Details: They wake up in the morning and work their 9-5. I'm also targeting people who haven't a tax consultant yet or people who used to have a bad consultant.

Generally, What Kind Of People Are We Targeting?

- Men or Women? Both
- Approximate Age range? 21-60
- Occupation? 9-5 to any job
- Income level? Any
- Geographic location? New Jersey/New York

Painful Current State

- What are they afraid of? Having a bad tax consultant who doesn't know what they're doing. A consultant who doesn't keep in touch about what they're doing with their work. A tax consultant who makes mistakes and hasn't been in the business for a long time. A consultant who is lazy and doesn't care about your taxes. They're especially afraid of paying for the consultant's mistakes, which could cost thousands of dollars. This leads

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to time-consuming processes, missed deductions, financial stress, and the burden of paying a lot of money for poor service. They are also afraid of trusting a tax consultant that they don't know much about.

- What are they angry about? Who are they angry at? They're angry at the state for having to pay a large amount in taxes. They might also be frustrated with having a bad tax consultant or struggling to find one who truly cares about them. They are also angry about the amount of work they have to do on their taxes without a consultant. Financial penalties and unexpected tax bills. They also make be angry at the amount of money they'll have to pay for the incompetence of a bad tax consultant.
- What are their top daily frustrations? Their financial state, having missed opportunities to save money with taxes, and the stress and pain of having to think about taxes or getting a tax consultant. They also might need more money to afford a tax consultant. Finding a trust worthy tax consultant.
- What are they embarrassed about? They're embarrassed about losing a lot of money due to taxes and possibly asking for help too late. They might also feel awkward relying on family or friends, not understanding tax forms, or making simple mistakes on their forms.
- How does dealing with their problems make them feel about themselves? They feel pressure weighted down on their shoulders, having to think about all the work and money that needs to be spent without a tax consultant or with a bad one. They feel unconfident and angry. - What do other people in their world think about them as a result of these problems? Unprofessional, and uneducated. Sorry.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say? They probably would say " Damn you should have asked for some help, I could've recommended you to a good tax consultant/ I could've lent you some money for one, or damn sucks that you have to deal with those problems. Couldn't be me. "
- What is keeping them from solving their problems now? Lack of knowledge with taxes, or needing a good tax consultant. Or just generally not having enough money to afford one.

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like? Some people with a magic wand would make taxes disappear from their lives, being realistic they would probably wave it to a good and professional tax consultant who would deduct as much as tax they can so the person would pay as little as possible.
- Who do they want to impress? If it would ever come to it, anyone they meet. They'll

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probably say, “Hey I don’t have to pay this large amount of taxes.” Generally themselves.

- How would they feel about themselves if they were living in their dream state? They would feel amazing knowing the fact that they can save as much as money as they can and not having to worry about taxes. They feel instant release of pressure and stress and feel on top of the world. - What do they secretly desire most? More money, more wealth and savings.
- If they were to describe their dreams and desires to a friend over dinner, what would they say? Generally, anything, having a good tax consultant just means you save more money, it makes you a bit closer to goal if you would like to purchase something.

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face? They believe that they are failing and that those problems are beginning to become bigger and more of a real burden.
- Who do they blame for their current problems and frustrations? They blame themselves and other tax consultants.
- Have they tried to solve the problem before and failed? Yes, they probably have and failed because of the incompetence of their tax consultant. Why do they think they failed in the past? Because they needed more knowledge and a competent tax consultant.
- How do they evaluate and decide if a solution is going to work or not? They research on the tax consultant. They look at reviews, their websites, social media, pricing, and just generally try to talk to the consultant. They check out and see what type of plan the tax consultant can come up with.
- What figures or brands in the industry do they respect and why? This only applies to people who are aware,

- **1. H&R Block**

- **Why Respected:** Known for its widespread accessibility and trusted services, H&R Block has been a go-to brand for tax preparation for decades. Their comprehensive services and knowledgeable tax professionals make them a reliable choice for many individuals and businesses.

2. TurboTax

- **Why Respected:** TurboTax, a product of Intuit, is respected for its user-friendly software that simplifies tax preparation for individuals and small businesses. It’s known for making the process accessible to those who prefer to handle their taxes independently while still ensuring accuracy and compliance.

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6. Charles Rettig (IRS Commissioner)

- **Why Respected:** As the former Commissioner of the IRS, Charles Rettig is respected for his leadership and efforts to modernize the IRS and enhance its enforcement capabilities. His deep understanding of tax law and dedication to fairness in tax administration earned him recognition in the industry.

7. Robert Kiyosaki (Author of "Rich Dad Poor Dad")

- **Why Respected:** While not a tax professional, Robert Kiyosaki is respected in the financial community for his teachings on financial literacy and wealth-building, including strategies for tax efficiency. His insights into how the wealthy manage taxes resonate with those looking to optimize their financial strategies.

Avatar

A regular businessman named John wakes up at 6 a.m. to start his day. He gets ready for his 9-5 job, but as he heads out the door, a nagging thought crosses his mind—the tax season is nearing its end. The stress starts to build as he worries about finding a reliable tax consultant he can trust. With his busy schedule and limited time, the task of finding the right consultant feels overwhelming. As he navigates his day, the pressure of this looming deadline weighs on him, making it difficult to focus on his work and adding to his daily stress.

4. Where are they now? They are everywhere, some of the customers might come in from my client's wife who runs a clothing brand. Others might be on Google Maps desperate for a tax consultant.
5. Where do I want them to go? I want them to go through the website and choose us to do their taxes.

1. List the reader's roadblocks and the solutions/mechanisms to solve them.

- **Current state:** The reader's current situation is that they need to file their taxes by April but either don't know how to do it or realize they don't have a good and trustful tax consultant.
- **Roadblock:** The roadblock keeping them from their dream state is not having a good tax consultant. They don't know how to do taxes

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and don't have time to learn. They also don't know which tax consultant to trust. They could do their own taxes but risk making mistakes and would have to spend a lot of time they don't have. They also might not have a good/trusting tax consultant.

- **The solution:** He could do his own taxes or have someone help him, but if he doesn't have the time or someone to assist, he's screwed. He needs a good consultant.
- **The product:** He can go to a good tax consultant and get his work done. Claud/Clever taxes is the product.

2. Thresholds levels

- **Step 1: The cost**

Pain/Desire = 7

Current belief the idea will work = 7

Trust = 8

- **Step 2: Starting Leveles**

Pain/Desire = 5

Current belief the idea will work = 4

Trust = 3

1. Include your personal analysis of your copy's weaknesses and how you plan to improve them.

The trust, and fascination leading to the trust. I'm trying to get my things together

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