

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

---

**Business Type:** Nutrition app

**Business Objective:** convert attention to money

**Funnel:** Landing page to CTA/buy

---

## WINNER'S WRITING PROCESS

### 1. Who am I talking to?

- a. Fitness enthusiasts willing to track their nutrition and weight

### 2. Where are they now?

- a. Landing page
- b. Current levels:
  - i. Pain/Desire: 5/10 people in search of a solution to loose/gain weight , track nutrition and willing to the action
  - ii. Belief in the idea of a Nutrition app: 6/10 the belief is bumped up already in the previous stages of the funnel from repeated showcasing of the testimonials in the youtube videos

- iii. Trust in the macrofactor app: 7/10 trust bumped up since Jeff Nippard is
- c. Current State:
  - i. Unhappy with their physique
  - ii. Frustrated with their own theories of losing/gaining weight
  - iii. Low confidence , Need of expert guidance
- d. Dream State:
  - i. Proud physique
  - ii. Being in awesome shape (loose/ gain weight)
  - iii. Bold and Confident

### 3.What do I want them to do?

- i. Go through the features of the app on the webpage
- ii. Click the button to download the app on Play store / App store and buy the subscription

### 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. Go through the features of the app on the webpage
  - i. Low price , rating stars and reviews mentioned
  - ii. Big and Bold Captions demonstrating dream state
  - iii. Features of the app in the decreasing order of importance
    - a. Bonus: addition of privacy features of the app
  - iv. Contrast between text and the background
  - v. Big images and screenshots of the app next to the text
  - vi. Step by step demonstration of how the app works in few simple steps
  - vii. Feature breakdown for more in depth feature list
  - viii. 7 day free trial lets me trial the app and then decide to buy
- b. Click the button in the intention to download the app from Play store / App store and buy the subscription
  - i. Subscription model - monthly \$11.99, 6 months \$5.99 and yearly \$7.99
  - ii. Offer no ad service, no tracking
  - iii. Full access to all features and data at all times
  - iv. Top notch customer support
  - v. Free trial

Website to top player analysis : <https://macrofactorapp.com/macrofactor/#jeff>

**DRAFT**