

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

**Business Type: Fast Fashion Clothes for
Women(<https://thehawaiiistore.com/>)**

**Business Objective: Get More Attention In
Summer**

Funnel: Facebook Instagram Paid Ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

a. Women who are going online to look for a wide range of fashion clothes, including blouses, trousers, skirts, leggings, dresses, jackets, coats etc.

b. Women who shop online to buy clothes with features of range of size (especially plus size), fair quality, fair price (not too expensive, with or without discount), fairly well-designed, fit well.

c. Women who want a good clothes shopping experience online, includes fast shipping, easy to find the niches and style they want (wide range of choice in brand, niche and style with well-designed filter), easy to refund if clothes are not suitable, easy to contact the company.

2. Where are they now?

a. They are Scrolling on Facebook or Instagram

b. Current Level

a) Desire: 3/10, if they want to buy clothes in a high desire, they would search clothes on google or other e-commerce platform or directly go shopping instead of scrolling on Facebook or Instagram, so the desire is fairly low

b) Believe: 5/10, nearly everybody knows that clothes are an essential part to develop their outlook, but some people think they have some flaws comparing to the models on the ads, so some of them think no matter how good looking the clothes are on the models, they would probably look unsuitable on themselves; besides, the quality, size, design of clothes are probably not as good as is shown on the ads, so people have doubt about the fashion industry.

c) Trust: 2/10, not many people have bought clothes from our client, so people who never bought clothes from our client nearly know nothing about our client---maybe another cheap fast fashion retailer provides bad quality stuff or a delicate business, who knows?

c. Current State

a) Want to buy clothes for new season

b) Want to be look in fashion

c) Want clothes with fair quality

d) Don't know where to buy clothes with feature they want online

e) Cheap clothes only last one season or a few washes

f) Looking for a sale of high quality clothes

g) want high quality clothes for important situation, like dress for attending wedding

d. Dream State

a) Get fair quality clothes with cheap price

b) Get high quality clothes with a good discount

c) Get clothes that look in fashion and suit well

d) Get clothes that suitable for social requirement

e) Easy to pick out the style, size, price they want

f) Fast shipment

g) Easy to refund in case the clothes are not suitable

3. What do I want them to do?

a. Stop scrolling and watch the ads

b. Get interested in our client and click the link direct to the store website

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. Stop scrolling and watch the ads

a) Difference between the bright color of dress and model & pavement view

b) Model that looks young fit happy

c) Big brand name

d) Niches down to a specific style related to a place where everyone knows

e) Niches down to a specific season

f) Here is an opportunity for me to buy fantastic clothes for the season that suit me well, make me feel the best and are with high quality

b. Get interested in our client and click the link direct to the store website

a) Discover your Euro-summer wardrobe

i. Our clothes are in simple but modern style, if you come and checkout, you will get a fantastic collection of clothes for this season

b) ASOS

i. We are serious and decent business, we follow fashion

c) Golden-hour moments call for ASOS dresses guaranteed to make you feel your best.

i. Summer is the best season to show your personality and enjoy travel/social activity. Our clothes are high quality and very suitable, and will be the best choice for you in summer.

d) Dress to impress this summer. Your Euro-summer wardrobe.

i. With our clothes, you can show the best version of yourself, so you can enjoy summer the best. There is no reason you don't click the link and checkout.

DRAFT

Most enjoyable season calls for Hawaii Store Skirts to make you enjoy summer the best



Show the best version of yourself in this summer

Your Wardrobe is filled with freshness and joy.