

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: software support and software backend work

Business Objective: get new projects and attract new people

Funnel: LinkedIn

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Business owners
- b. Managers
- c. CTO
- d. Tech leads
- e. Senior developers

2. Where are they now?

- a. Looking for backend developers to assist with projects
- b. Current Level:

- i. Desire: 5/10 they have their own team that is not competent enough to do the job and they need some support.
 - ii. Believe in company/developer: 2/10, they have not used this before. Because they have not used it before they will not trust the developer if they will finish the project on time or if they will cause issues.
 - iii. Trust in developer: 2/10 they have never tried to use this service before, so they don't know if everything will be delivered up to the standard and on time, if they will cause any bugs in the system.
 - iv. Market Awareness: Level 2, they are aware that they have a problem, but they are not aware about his product or solution.
 - v. Market sophistication Level 5, they are aware that there are multiple developers, cheaper ones might not do the job as well as expensive ones, but they might use their service, because they are cheap.
- c. Searching for software developers
- d. They are looking for someone to sort out their backlog of tasks that need to be analyzed and implemented
- e. They are frustrated with their current developers

3. What do I want them to do?

- a. Stop searching
- b. Start conversation
- c. Request further information
- d. Get a quote
- e. Book project/support service

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 searching
 - i. And get fascinated about the various experience
 - ii. Match the required experience
- b. Start conversation
 - i. Query about the available services
 - ii. Query about experience
- c. Request further information in relation to project
 - i. Discuss what is available for the project
 - ii. What support is available
- d. Get a quote
 - i. How much project will cost
- e. Book project/support service

Objections that they might have:

- Bad experience with previous developers
- Clients can think that this is agency and therefore service is expensive as agencies have management and they have additional fees
- Tailor made service can be expensive
- As there is not that many software developer websites client can think that this might not be reliable
- Will this service work for them?
- Will this developer solve their problems?
- Will they provide service on time? (They might think that TRT can be slow as it is a single person rather than a team of devs)

DRAFT

Copy 1

Code sabotaging your project? I am a Head of Engineer with a proven track record of delivering high-performance, scalable backend solutions. Over a decade of hands-on experience in web development, Rest API and infrastructure across diverse industries.

Proficient in: Python, PHP, Java, AWS and all technologies listed below

Expertise:

- **Infrastructure architecture:** Design, deployment, optimization and cost savings
- **Problem-solving:** Innovative solutions to complex challenges
- **Delivering Exceptional user experiences** through meticulous development

Committed to:

- Delivering exceptional user experiences
- Build long-term partnerships

Satisfaction guaranteed: Your success in product release is my priority. If I am unable to help you, I will offer a full refund.

Let's build something amazing together.

Copy 2

Is your code not working as expected? I am Head of Engineer with over a decade of expertise in web development and server architecture. I have a proven track record of top-level proficiency in a wide range of technologies, detailed below. I specialize in building and maintaining complex backend systems for diverse industries, including websites, portals, and platforms.

Key Strengths:

- **Server Architecture:** Expertise in setup, deployment, and optimization.
- **Delivering Exceptional user experiences** through meticulous development
- **Problem Solver:** Passionate about tackling challenges using modern web technologies and creative thinking.

I am dedicated to design, implement, and deliver high-quality, innovative solutions that provide exceptional user experiences.

Satisfaction Guarantee: I am confident in my ability to provide exceptional service. If I am unable to help, I will offer a full refund.

Copy 3

Code blocking your progress? I am a Head of Engineer with over a decade of expertise in web development and server architecture. I have a proven track record of top-level proficiency in wide range technologies that can be found below. I specialize in building and maintaining complex backend systems for diverse industries, websites, portals, and platforms.

My Key Strengths:

- **Server Architecture:** Skilled in setup, deployment, and optimization.
- **Delivering Exceptional user experiences** through meticulous development
- **Innovative Problem Solver:** Passionate about tackling challenges using modern web technologies and creative thinking.

I am dedicated to design, implement, and deliver high-quality innovative solutions that deliver exceptional user experiences.

Satisfaction Guarantee: I am confident in my ability to provide exceptional service. However, if I am unable to help, I will offer a full refund.

