

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Self improvement on content creation

Business Objective: Gain more attention

Funnel: Instagram reels

WINNER'S WRITING PROCESS (based on this reel)

1. Who am I talking to?

Mainly people in their late teens to early adults. 16-24

In their content creation journey giving value to their small audience with 1-50 followers

2. Where are they now?

- a. Scrolling on Instagram reels after getting done with editing their video for an hour.
- b. Current levels
 - i. Desire. 8/10 Above average, they're willing to learn about video editing as they know they learn new things everyday
 - ii. Believe in Idea. 8/10 They understand that video editing takes huge part in their whole content creation journey to gain attention
 - iii. Trust. 7/10. Our free reward to make people comment for free resources for content creation. Nothing to lose except time
 - iv. Current state
 - 1. They've been having the same boring editing since day 1 of their journey
 - 2. They gain 200 views maximum each reel and low engagement due to the lack of attraction in their reels without video editing skills
 - 3. Wake up every morning and check their phone with the same results, never changing their skill up.
 - v. Dream State
 - 1. Unconsciously master editing and improve every time with little to no effort.
 - 2. Wake up every morning with more and more views each day along with their editing.
 - 3. Dominate whatever niche they're in. Fitness, health, finance etc. As long as value is given

3. What do I want them to do?

- a. Stop scrolling and watch the video
- b. Comment “___” to get free resources on video editing and master

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?

“You're a lifesaver... I freaking love you”

PS: This is a journey documentation so we talk about ourselves a lot

I'll let you guys edit

IG Subtitles:

You're in the middle of your content creation journey and waking up every morning with the same view count since day one.

But the problem is in the editing... partially.

As you know, today is day ___ of the 30 day documentation challenge to become a successful content creator.

When I woke up, I looked at my oldest video and saw as my editing skills got higher, the more views AND engagement I got.

But here's one truth I had to face that applies to you as well.

I'm never going to have perfect editing.

But this doesn't mean I had to give up learning. Video editing is a skill to master overtime.

And to save you time learning editing on your own I made free editing resources for you.

Simply comment "baarish" for a freebie on video editing to attract the audience and get the engagement you want.

Remember, it's a skill that you master over time. Even the best of the best still needs learning.