TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: English Teacher

Business Objective: Get engagement and new followers

Funnel: Instagram

WINNER'S WRITING PROCESS

1. Who am I talking to?
   a. Men and Women
   b. People who want to learn English Vocabularies/phrase

2. Where are they now?
   a. Scrolling Instagram
   b. Level of awareness - level 3

c. Market sophistication - stage 5
d. Current desire/ level: 4/10 not sure
e. Belief in an idea.5/10 not sure
f. Trust in the person/company:2/10 not sure
g. Cost: medium not too crazy.
   i. Watch the reel, like, comment, and start to follow the page

h. Current State:
   i. He can't speak in English
   ii. Lack of confidence
   iii. He's struggling to network with people who are English speaker
   iv. It is awkward to speak with native or advanced speaker
   v. He is afraid of making mistakes
   vi. Feel ashamed when they speak with natives
   vii. He can't express his ideas in his mind
   viii. He is a bad speaker just because of their language skill
   ix. Some parts of his business have problems because he's not an English speaker
i. Dream State
   i. To become a Fluet speaker
   ii. Become confident when he speaks
   iii. Express his ideas like he wants
   iv. Network with important people across the world
   v. Impress people with his language skill

j. Roadblock
   i. He is not living in a country of English speakers
   ii. He is not consistent in learning vocabulary every day
   iii. He is bored sitting there and memorizing vocabulary/phrase
   iv. He forgets vocabulary/ phrase
   v. Lack of time

k. Solution
   i. Learn phrases/vocabulary
   ii. Speak with people who are good at speaking English
   iii. Learning a certain number of new words each day
   iv. Learn vocabulary/phrases/ new words in a fun and engaging way
   v. Find a Mentor

l. Why should they buy your product instead of the other available solutions?
   i. He will not get bored because the teaching style is fun and engaging
   ii. He is going to learn new words/vocabulary/phrases every day

   iii. This account is dedicated to teaching him phrases that help him speak English fast

   iv. This account knows he is struggling to speak English so it tries its best to teach him

  m. What will his biggest objections be to taking the desired action?

   i. "Nah, how can I be the winner, there are a lot of people answering the question, my chance is really really really low"

   ii. " What giveaway? I'm not sure I want the giveaway, it could be something I don't want/need

   iii. Maybe they're lying, how can I trust this?

3. What do I want them to do?

 a. Stop scrolling

 b. Watch the reel like it, comment, and follow the page

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?

1.

 a. To stop scrolling

  i. Good hook

  ii. Bold font

  iii. Add Curiosity and engage the consumer in the conversation "Can you guess where she is from" Then give them hints but not an answer.

 b. To make them comment on their post

  i. Engaging consumers to answer or find out the hidden answer

 c. Aikidoing the costs

  i. Just Guess the answer

 d. Teasing an answers

  i. Giving them hints

  ii. Matches previous experiences with importance

2.

a. Stop scroll

 i. Bold /shiny

 ii. Movement

b. Keep consuming the content
    i. Big promise
    ii. Reduce the cost
    iii. Eye contact

c. CTA
    i. Curiosity - "What's in the caption"
    ii. Just read the caption "without telling them the answer"
    iii. Promise to get back to people to give the giveaway at a specific time
    iv. Everyone has the chance to participate and get the giveaway if they randomly selected
    v. "Good luck"

The video

The caption
"The rules are very simple:

- Leave your name and the city where you live (or the name of the girl you want this gift for) in the comments under this reel
- On Wednesday, 15/05, I will randomly choose one comment
- And send the gift to the winner

Good luck💫
"

DRAFT

Good news, guys! You're never gonna guess the giveaway we've got for you!
It's super simple: just read the caption and show us your grammar skills!
On [specific date], we'll randomly select the winner and send the prize. You might be the lucky one we pick, so don't miss out. Good luck!
Thank you all for your support.

The caption:

What does the phrase 'spill the beans' mean? 🤔
Drop your answer in the comments!
On [specific date], we'll randomly choose one comment and send the giveaway.
Don't forget to follow us if you aren't already! 👀

Good luck! 🏆

#english #learnenglish #englishonline #ingles #englishoninstagram #aprenderingles #englishteacher