

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** Jiu Jitsu Gym

**Business Objective:** Increase attention via IG ads.

**Funnel:** IG Ads >>>> Landing Page >>> Sign Up

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## WINNER'S WRITING PROCESS

### 1. Who am I talking to?

- a. Students: 18-25
  - i. On a budget as college students
  - ii. Need cheap pricing for membership/flexibility for time and payment
- b. Athletes who already have the desire to start training.
  - i. They're just in need of picking which option is best for them

### 2. Where are they now?

- a. Undergoing process of picking a gym
  - i. What is most suitable to their current college mindset?

- ii. Looking for a gym that understands college life
  - 1. Class flexibility
  - 2. Price requirements
  - 3. Like-minded community
- b. Current levels of readers/customers
  - i. pain/desire
  - ii. Belief in idea
  - iii. Trust in bjj gym/instructors
- c. Dream state?

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

- a. Stop scrolling and click the ad
- b. Go to the landing page and sign up.

### 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. Considering they will only be interested if they already have the desire, I will have to amplify the desire or pain by creating an experience that triggers action
  - i. Appeal to typical athletic/sports/hustler style motivation. "One day, or day one" "There is no tomorrow" type of content/copy.
  - ii. Or I can ease possible concerns that are holding them back.
    - 1. Is this gym the right fit for me?
    - 2. Are the teachers legit? (The ad can be about the uniqueness of the teacher or his past experiences)
  - iii. Amplify pain by appealing to the reader's possible lack of physical and mental confidence.
    - 1. Do you want to stay a loser forever?
    - 2. Do you want people to walk all over you in day to day life?
    - 3. Will you feel confident walking at night with your family?
- b. Demonstration of dream state
- c.

# DRAFT



Body Text:

Learn from Brazilian Jiu Jitsu **WORLD CHAMPION** Maurice Moreno at OG Jiu Jitsu.

This COLLEGE-STUDENT CATERED martial arts gym and community provides

- PRICE FLEXIBILITY to College Students on a budget.
- TIME FLEXIBILITY to College Students with a heavy schedule
- EXCLUSIVE ACCESS to the teachings of a World Champion
- A LIKE-MINDED COMMUNITY where you will meet incredible people on the same path as you.

Improve your life. Become confident in yourself. Realize your potential. And learn from the BEST.