

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** Vocal coaching

**Business Objective:** Monetizing attention

**Funnel:** Social media YT video

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## WINNER'S WRITING PROCESS

### 1. Who am I talking to?

- a. Men or Women?
  - i. **60% Women, 40% Men**
- b. Approximate Age range?
  - i. **19-40**
- c. Occupation?
  - i. **9-5 mostly**
- d. Income level?
  - i. **decent**
- e. Geographic location?
  - i. **West/America/London/Brazil/Spain**
- f. People who want to know how to correctly use their voice
- g. People who want to become a singer

- h. Who want to learn from basics to advanced, all the stages of singing
- i. Have support team, having control over their voice,
- j. having some support, having someone to answer difficult questions that occur in the path
- k. Having a coach who will clear up a lot of doubts
- l. A coach with lessons that is easy to take
- m. They want to improve their singing.

## 2. Where are they now?

- a. Came from a youtube video and the link on the description
- b. On a sales page
- c. Market Awareness: Level 3 (2.5) -> They were watching a vocal coach, analysis/reaction to a music, they know they have a problem, they know the solution is a vocal coach but they don't know the product (vocal coaching course) can get them where they want faster, also it's very likely that they watch the little VSL at the end of the video that is designed to level them up from 1 problem unaware to 3 solution aware and convince them to click on the link
- d. Market Sophistication: 3.5 Kind of tired of claims but not that bad
- e. Current levels:
  - i. Desire: 4.5
  - ii. Belief in the idea of vocal coaching: 3
  - iii. Trust in the person: 3.5
- f. Current state:
  - i. Not a desirable voice
  - ii. Don't know how to use/control their voice correctly
  - iii. Don't know anyone to help them get a better voice
  - iv. Feel embarrassed about singing in public
  - v. Fearful that they will never be seen as a good singer
  - vi. Frustrated by a lack of progress and confidence in their voice
  - vii. They have limited confidence in their ability to sing
- g. Dream state:
  - i. Want to train under a coach with easy to take step by step lessons
  - ii. Want to become a singer
  - iii. They aspire to become a confident singer.
  - iv. They desire convenient, daily voice lessons that fit into their lifestyle.
  - v. They wish to feel proud of their voice and receive positive feedback from those who hear them.
  - vi. They want to impress family and friends with their improved singing abilities.

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

- a. Read the whole thing
- b. Buy the product

#### 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. Read the whole thing
  - i. Good color palette
  - ii. A visually appealing design, with a good color palette.
  - iii. GOOD GENERAL EXPERIENCE
  - iv. Concise and engaging copy that doesn't require excessive scrolling
  - v. A progress bar to keep them engaged and show how far along they are.



- b. Buy the product
  - i. Learn with the most effective voice training course trusted in over 130 countries
    - 1. Increasing trust in the person/company, showing that different countries over the world can use this
  - ii. Join over 1,000,000 singers who started training free with our transformational course!
    - 1. Increasing trust in the person/company
  - iii. VSL
    - 1. Increasing levels even more
  - iv. Testimonials scroller (right left)
    - 1. Increasing trust in the person/company and belief in the idea of vocal coaching
  - v. Filter by Singr review types:
    - Featured vocal transformations
    - Featured pro singers
    - Featured members who started with no singing experience that are learning with Singr
      - 1. Showing that it supports different kind of students with different skill levels

## DRAFT

New to Singing / Ready to Transform & Level Up?

You're One Step Away From Transforming Your Voice Via Our Course. **GUARANTEED**

Guaranteed progress: No Results? (It's kind of impossible, however...) We'll **refund** you!

<VSL>

<CTA:Transform Your Voice, in Any Language, All Skill Levels, In Less Than 90 Days—Guaranteed.>

Who Can We Help:

Beginners Who Don't Know Where to Start

Singers Feeling Stuck

Experienced Singers Ready to Break Through

—

***Imagine hitting those high notes effortlessly, hearing your voice flow smoothly in recordings, and getting compliments from friends who never believed you could sing like this. It's all possible, starting now—start now to hear your own progress***

Join 6000 people who have completely transformed their voice in just 1 month using our course!

Struggling to Find Your Voice?

It's not your talent—it's your method. Stop spinning your wheels with the wrong approach.

Unlock Rapid Progress...

Get step-by-step coaching that works. No more guessing. Just a clear, proven path to the voice you've always wanted.

See Real Changes, Fast

Feel the difference in days. Wake up excited to practice, knowing you're improving every time you sing.

Ready to Transform?

Join 6,000+ singers who've already made their breakthrough. Start your journey to a confident, powerful voice now.

<Testimonials:Recent Results We've Gotten For New Singers & Those Just Starting Out Just Like You>

***And many more...***

2400+ Happy Clients Served Worldwide

Here's what's included:

- ✓ ***Multi Lingual Course: You can use our course if you speak english or portuguese.***
- ✓ Transformative Vocal Training: Our course takes you from the ground zero basics to mastering advanced techniques in just a few weeks.
- ✓ Practical, Proven Methods: You'll learn and will get extremely confident with your singing via our proven methods. Our trainings ensure you see real progress in only a few weeks.
- ✓ ***Learn at Your Own Pace: This comes with audios, videos, and guided demonstrations so you'll be able to implement fast.***
- ✓ Expert Guidance at Every Step: Get personalized feedback from myself as a trusted vocal coach who's helped thousands of singers find their voice.
- ✓ See Results or Get Your Money Back: We guarantee progress within a few weeks, or you'll receive a full refund—no questions asked.

We guarantee results: If you study, do the exercises, and don't see progress within 90 days, I will personally mentor you for another 90 days, and if you still not see progress, which is kind of impossible, we'll refund all your money completely.

***The Doors To My Singing Course With %50 Discount Are Open TODAY... (but not for long)***

<CTA:Transform Your Voice, in Any Language, All Skill Levels, In Less Than 90 Days—Guaranteed.>

<https://bit.ly/4eXM83E>