

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Global Glamping Investment Opportunity - Structure Purchase & Revenue Share

Business Objective: Attract investors to purchase glamping structures and place them at established Global Glamping resorts

Funnel: FB ads/website targeting potential investors seeking passive income through hospitality

WINNER'S WRITING PROCESS

1. Who am I talking to?

- Individual investors seeking passive income
- Real estate investors looking for diversification
- Professionals with investment capital
- Early retirees seeking income streams
- Business owners looking for side investments
- Property investors interested in hospitality but wanting turnkey solutions

2. Where are they now?

- Researching investment opportunities
- Looking to diversify from traditional investments
- Seeking alternatives to stock market volatility
- Exploring real estate investment options
- Wanting to enter hospitality without full property purchase
- Considering vacation rentals but concerned about management

Current Level

- Pain/Desire (8/10) - Want passive income, interested in hospitality returns without operational hassle
- Belief in product (6/10) - Glamping industry growing, but may need proof of consistent returns
- Trust in Company (5/10) - Established resorts provide confidence, but need transparency on revenue share model

Current State

- Have investment capital ready to deploy

- Concerned about traditional real estate management
- Want higher returns than traditional investments
- Seeking turnkey investment opportunities
- Need proof of concept and returns
- Worried about:
 - Property maintenance
 - Guest management
 - Marketing
 - Location success
 - Occupancy rates

3. What do I want them to do?

- Review available structure options
- Book a consultation call
- Download investment prospectus
- Tour existing successful locations
- Purchase a structure
- Choose a resort location
- Enter revenue share agreement
- Refer other investors

4. What they need to see/feel/experience to take action?

- Clear investment structure details:
 - Purchase costs
 - Revenue share percentages
 - Expected ROI calculations
 - Payback period estimates
- Proof of success:
 - Existing resort occupancy rates
 - Current investor returns
 - Revenue track records

- Guest satisfaction metrics
- Risk mitigation:
 - Resort management expertise
 - Marketing reach
 - Booking system efficiency
 - Maintenance protocols
- Unique advantages:
 - No land purchase required
 - Established successful locations
 - Professional management
 - Global booking platform
- Support provided:
 - Structure installation
 - Ongoing maintenance
 - Guest services
 - Marketing and promotion
 - Booking management
- Investment security:
 - Insurance coverage
 - Legal framework
 - Contract terms
 - Exit options
- Easy process:
 - Simple purchase steps
 - Structure selection guidance
 - Location optimization
 - Quick setup timeline