

WINNER'S WRITING PROCESS

1. What specific business objective am I seeking to accomplish with this project? Why is it important?

- a. I'm trying to get attention
- b. It's important to have a larger audience and a bigger presence online, to start getting more clients

2. What part of their online presence/funnel is needed to achieve this business objective?

- a. Is needed reels principally to get more people to see my client
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1. Who am I talking to?

- a. I'm talking to health professionals who don't have a good cash flow.

2. Where are they now?

- a. They are scrolling on Instagram
- b. Level of Awareness: Level 2 - Problem aware
- c. Market sophistication: Level 4 - Market tires of my mechanism
- d. Current state
 - Their cash flow is low
 - 1. They feel frustrated
 - 2. They don't know the reason
 - 3. They feel non-professional
 - 4. They think they're failing
 - 5. They can't pay their bills comfortably
 - 6. They can't buy things for their son's or family in general
 - 7. They delay paying accounts and salaries
 - Current levels:
 - 1. Pain/Desire: Low, because they're scrolling on Instagram
 - 2. Do they think the idea works?: Medium, they have considered, but think it isn't necessary
 - 3. Do they trust?: Low
 - Desired state
 - 1. Box flow stable and consistent gains at the end of the month.

2. Be able to gift things to their family sometimes
3. Be proud of themselves for their gains
4. Be comfortable and content with their current level of gains.

3. What do I want them to do?

- a. Stop scrolling
- b. Keep watching the reel
- c. Follow me

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. Stop scrolling
 - i. Listen to something useful for them
- b. Keep watching the reel
 - i. Steps to apply and increase their box flow
- c. Follow me
 - i. They need to feel the info I can give them in the future is actually something they are going to need

DRAFT

PART A: Stop scrolling

1. Watch this if you're suffering a low cash flow as a health professional

PART B: Keep watching the reel

The secret to having a high cash flow isn't taking on more patients, investing more in marketing, or working in more places.

After working with a lot of health professionals, such as nutritionists, chiropractors, or psychologists, all with cash flow problems, what seems to work the most is actually **tracking your earnings and expenses**.

Having a live register of all the expenses made in the month will make you aware of the amount of money that goes out of the bank account with unnecessary things and it's keeping you from having a good cash flow to actually breath.

A lot of health professionals make this error, and probably you do too.

So, here is how to solve it as quickly as possible with just 2 simple steps:

1. Open an empty Excel Sheet
2. Once you receive your salary, track every single expense you have and every single amount of money that enters your account.

With this, you'll start to see how many things you spend your money on and could have saved if it wasn't an impulse.

I'm not saying you should stop buying things you like, but you should decrease the amount of money spent on things that take the wind out of your cash flow.

PART C: Follow me

Click on the "Follow" button to get daily tips on improving your finances as a healthcare professional and get out of the low-money pit.