

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: travel agency

Business Objective: Get people to travel /
Monetize the attention

Funnel: Via the sales page

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. People looking for fun and new adventures

2. Where are they now?

- a. On my sales page
- b. Current level:
 - i. pain/desire : they are in stress of life /work problems...
 - ii. Belief in the idea of travel agency : from what i saw i think they believe the travel agency could get them what they want
 - iii. Trust in the travel agency : a little because there some bad points on their reviews

- c. Current state :
 - i. Feeling stressful
 - ii. Feeling limited by when it comes to where to go (destinations) and what to do (activities)
 - iii. Boring life routine
- d. Dream state:
 - i. we felt like in our home
 - ii. I thoroughly enjoyed this trip
 - iii. Taking very good care of us in many aspects
 - iv. amazing experience de enjoyed the tour and we will definitely be back in our Next vacation
 - v. making our stay in Morocco memorable .
 - vi. Comfort , security and fun experience

3.What do I want them to do?

- a. Look for different offers/choose the ideal one
- b. Book a trip

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. Look for different offers/choose the ideal one
 - i. First impression and the feeling could be reflected by the color of the page
 - 1. Light colors gives a sense happiness , positivity,energy and sense of comfort
 - ii. Easy to get access to the contact section with several platforms and to book a trip (at the top of the page)
 - iii. Travel guarantees. at the beginning which gives a feeling of trust
 - iv. Then the access to the different offres and trips
 - 1. Make the information easy and clear to identify the different trips
 - v. Offre the best trips after (high tickets)
 - vi. Add a section of Q/A to not let the reader distracted by any unanswered question that could come to their mind which lead them to not take action
 - vii. Testimonials section to boost the trust and certainty
- b. Book a trip
 - i. Booking form
 - 1. Name ,mail, phone number,date of check in and check out
 - a. Make the form short , easy and without much effort to fill in
 - b. Ask for simple information .

DRAFT

- First we need to change the color of the page into a light one (like light gray for ex) to address some good feeling inside the reader
- Make the contact info especially the social platform easy to get to
- Deleted the who we are section because we need to offer them our services not show them who we are plus the whole objective is to make them book a trip
- Get the offre presented well and clear
- Offre after the high tickets trips
- Add some testimonials(make them obvious to the reader) and Q/A sections to boost the reader's trust
- we need to change the booking form into simple informations to fully keeping their attention and make them book for the trip (ask for name , phone number , mail , dates)and then we can contact them and confirm the booking plus gaining their contact information if we want to sell them in the future

The top player model :

<https://www.viajesdesierto.com/reservar-viaje-al-desierto-tour-por-el-desierto-marruecos/>

The potentiel client :

<https://www.marrakeshtravelservices.com/>