

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Social Media

Business Objective: Get warm followers to buy

Funnel: Social Media

WINNER'S WRITING PROCESS

1. Who am I talking to?

The audience. People who wanna be liked, who wanna be funny

2. Where are they now?

Scrolling on Instagram

Current Levels-

Desire - 5/10 everyone wants to be liked. And not all people are funny. Tapping into the basic urge to be liked. Might/might not be an urgent need. But the audience is probably soft

Belief - 7/10 They follow him because they think he is funny. They buying from a funny guy so yeah

Trust - 9/10 they follow him so probably high

Current state - not funny

Dream state - funny & likable

3. What do I want them to do?

End up on the sales page -

From his Instagram Profile to the Gumroad Guide Sales Page

Buy

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?

5. End up on the sales page -

They should feel hope, curiosity. They must be intrigued.

Remind them- people say they are not funny. BUT now you can be funny!!!!

Buy -

Easy to buy, Discount, Low price.

DRAFT

This is for a script for an Insta Story or Reel that the creator will film and upload.

“Have you ever been called Unfunny?”

“Don’t worry! By the end of this you won’t have that problem.”

For all the Love and Support you guys have given me. I have created something special for all you guys.

(this creator has never sold a product before)

I have personally prepared a short Guide on “How to be funny effortlessly” at a very affordable price filled with value.

I can promise you guys will definitely be much better than before.