

Winner's Writing Process

Business objective -

1. Who am I talking to? ...

- a. ...
- b. ...

2. Where are they at now?

- a. ...
- b. ...
- c. ...

3. What do I want them to do?

- a. ...
- b. ...
- c. ...

4. What do they need to experience/think/feel to do that?

- a. ...
- b. ...
- c. ...