

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: copywriting business

Business Objective: increase social proof and showcase of skills through making a website/landing then convincing them to talk.

Funnel: social media/outreaching

WINNER'S WRITING PROCESS

1) Who am I talking to?

A. Where are they now?

- a. I am talking to a small business owner that think about how to scale their business.

B. Current Levels.

- a. Pain/Desire- 2/10 they probably don't know what copywriting is and how it will they help their businesses.
- b. Current believe in idea-3/10

lii. Trust in the company-6/10-they don't know who am I. I just slip by through their dms

C. Current State

1. They have clients but it is not many
2. Have websites and funnel but not converting it to much
3. They have a decent pages but it doesn't generate more.
4. Their copy sucks. But it is good that they put content but really the quality sucks.
5. They don't have someone who can capture their ideas that converts.

D. Dream State.

- 2) The funnels are smooth
- 3) They will have money.
- 4) The funnels are converting well.
- 5) Very nice landing page
- 6) They want to describe something in the copy in less words but captures the point.

Regine, these were REALLY good. Thank you. I'm so busy I may not know up from down anymore, but you are well worth the money. You gave me exactly what I asked for. You've described the experience without using overly descriptive words (thus making it obvious). You kept it conversational, and that was important to us.

- 7)
- 8) They want someone who truly understands them.

I made my way through your re-writes. They were fantastic. An update on the store if forthcoming, but I just wanted you to know I am quite pleased with that you did for us.

9)

EASY, SIMPLE, FAST.

"150% recommend SO Digital. I approached Sofia, she and I decided to work together and create copy for my business. Sofia made the process **easy to understand, simple to execute, and worked in an extremely fast manner.** Sofia didn't mind me going into a lot of detail about my ideas and the info I wanted to include. It was a perfect introduction to how to execute sales copy. Thank you SO Digital Copy Studio!!!"



Destiny Grandi
Life Coach



They want to make the copy fast but only as concise as possible.

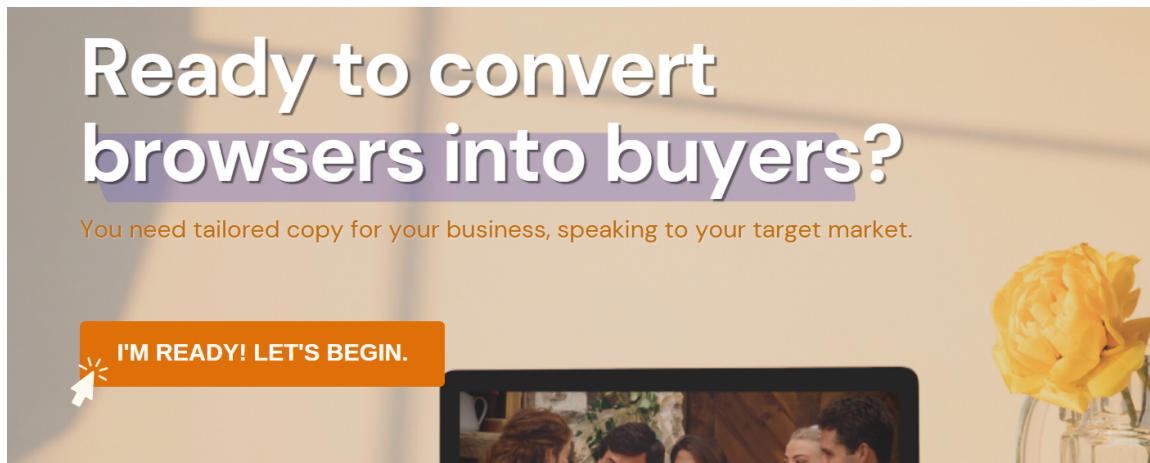
10) What do I want them to do?

- a. I want to when they see my landing page. They will like "Huh, this kid really knows what to do. he had a very nice page."
- b. I want them to do is to be amaze and after they see my landing page. I want them to have a desire to work for me. If they decide it. I will charge them less.

11) What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

Based on the top players.

1. They have a head line, an eye-catching one. And they include a good color matching and really highlight the offer they want to the viewers/potential client. They include a picture of them to show them who will be working with them. (pictures are decent.)

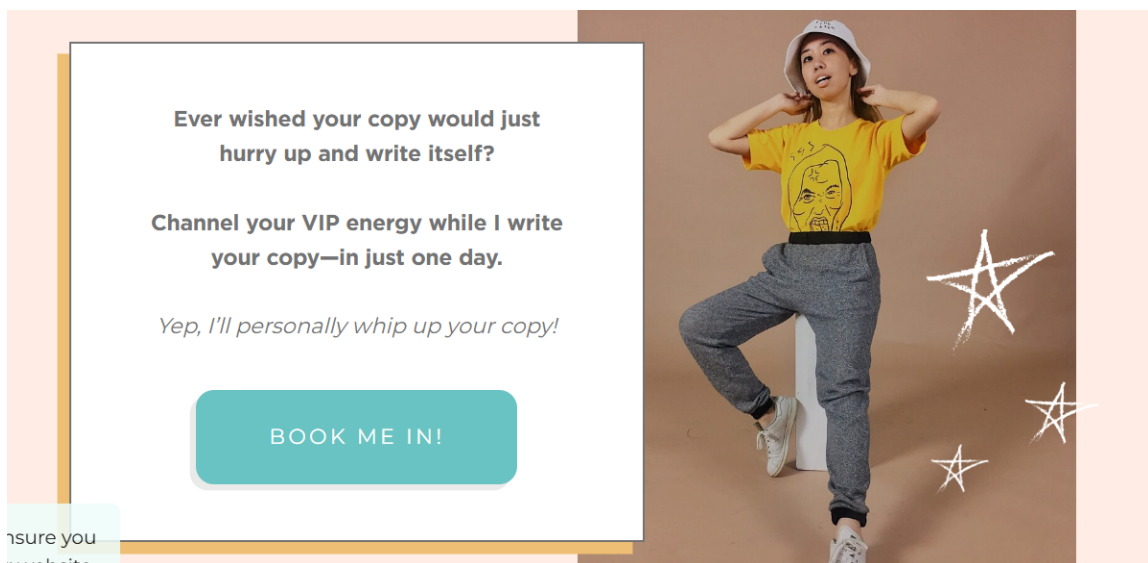


- 2.
3. I want to think why should I hire a copywriter to write landing pages and ads? Then I smash them with the case study. Of copywriting. I will get the information from the top player and on google and write with chatgpt



4. cookies to ensure you
ience on our website.

They hit them up with why they should hire you or work with by understand you position when creating a landing page and actually giving them insight about what copywriting is. The viewer will feel like “huh, she really understand me”



5. nsure you
r website

6. Fuck she drop the bomb. She increase the desire level by saying I can do your copy with in the day. If I read this I will be “huh that is fast, let me work with you”

Done-~~FOR~~-You Copy Packages

Website, sales page, emails, socials. Name it. We're writing personality-poppin', results-driven copy so good your people would scream "Take my money!"

Website

On a scale of 1-10, you're 100. And so should the virtual penthouse of your business.

You deserve words that can make your people stay. Words that guide 'em where they wanna go. Words that sound like you more than you do (no offense). Words that turn them not just into clients, but into serious, yawping fans.

- 3 drool-worthy **website pages** for your business
Need more than 3 pages? No worries, we can talk about it.
- 2 custom-curated brand and business questionnaires so we can meet and greet your baby (should we say business) fully
- A round of revision to make sure you're confident AF with your new copy
- Exclusive client portal where we'll house all docs, emails, task boards throughout our project
- Close collaboration with your website designer if needed

WEBSITE

SALES PAGE

EMAIL
SEQUENCES

LAUNCH COPY

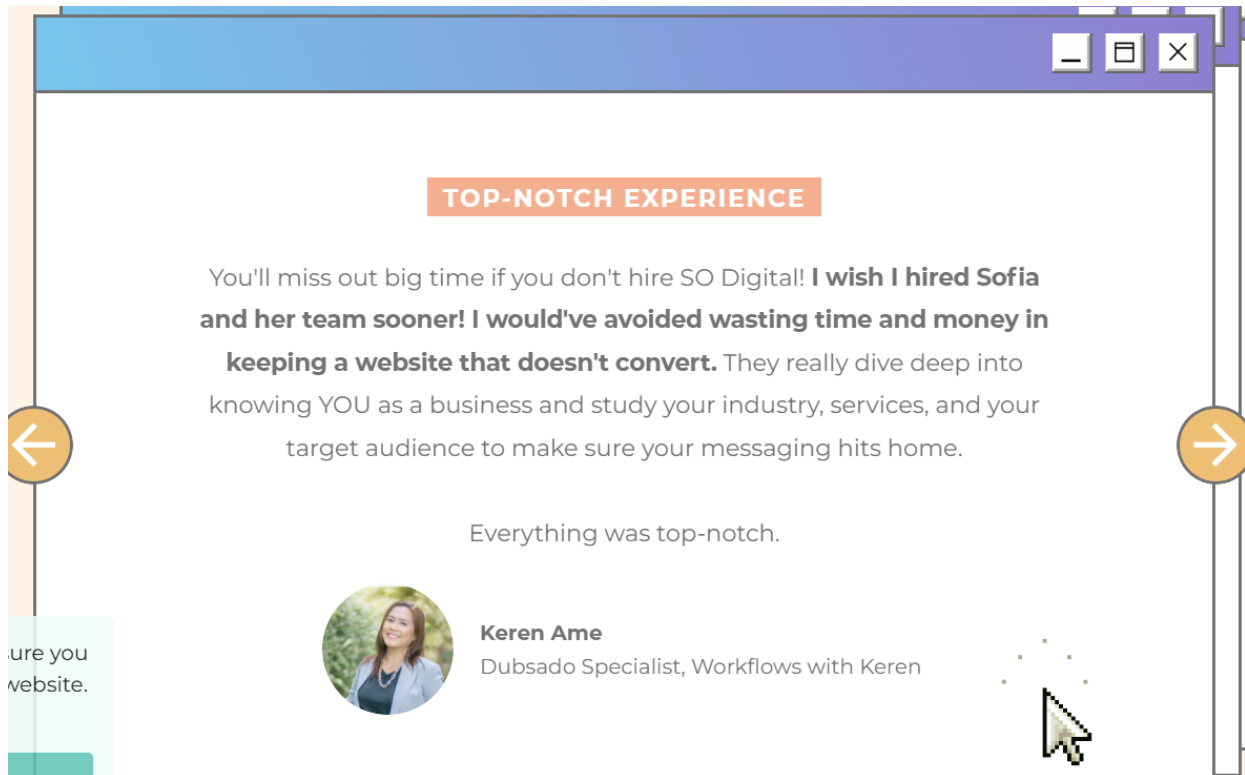
BRAND MESSAGING
PLAYBOOK

WRITE MY COPY

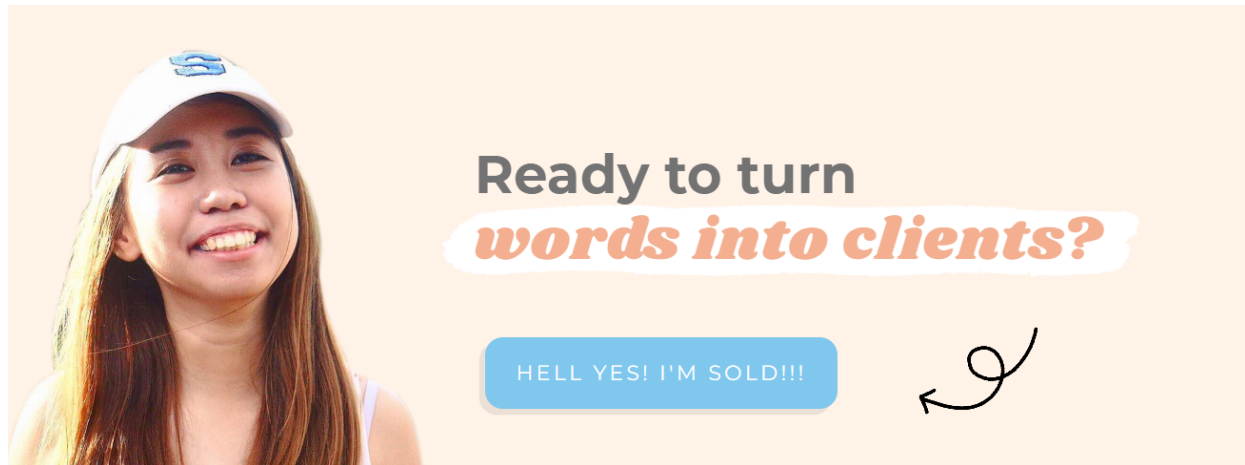


7.

8. She included what her offer was.



She included testimonial which increases the level of the belief in the idea will work. But in our case what we will do is make a case study and show our previous work.



A strong cta at the to say come and work with us. And this button leads to a calendly to set a call.

DRAFT



Headline:

Ready to double your sales this week?

Subheadline:

Ready to have a flood of new leads coming to your business each week?

Offers: facebook ads, web copy, email sequence, consultation

Email Sequence | Web Copy | FB Ads | Consultation

Minor cta (button):

How will your words turn into a sales powerhouse?

Imagine this, Leads are flooding into your pipeline each week, your sales are doubling each month, and you can now enjoy a beautiful vacation in that place on your bucket list, knowing that your revenues keep going up whether you're working or not.

But have you experienced this? You launch your product, eager to make an impact. However, after a few months, you notice:

- Sales are low.
- Web traffic is minimal.
- Your ads get clicks but no purchases.

Here's the truth: the issue isn't what you're saying about your product but how you're saying it. To achieve these results, you need to make your customers feel that your product is not just another item but something they genuinely need and desire. And if you can do that, You can transform tricky sales into a flood of new buyers eager to buy from you over and over.



Hi, I am Ivan Dinglasan.

With my experience in writing blogs, sales copy, and emails, I help business owners attract more clients and boost their sales. I'm here to uncover and share unique messages in a bold, unapologetic way that's tailored to the audience. Consumers aren't attracted to stale messaging that sounds like everyone else. They want real, raw, powerful content that ignites emotion and inspires action. They want you—revealed.

STILL WITH ME?

Let's drop the bomb(s)!

DONE-FOR-YOU

Copywriting Services

Email Marketing

Time to nurture your leads into lifelong customers with strategic email sequences and campaigns.

<LEAD THE WAY!>

Website Copy

Optimize your site for conversions and searchability: blogs, sales pages, product descriptions, services - you name it.

<YES, PLEASE!>

Social Media Copy

Give your prospects great reasons to chat, like, comment, and follow. Fill your social media posts with copy that clicks.

<THIS IS THE ONE!>

You don't just get words.
You get strategies, solidified messaging, and ROI in action.

(bc honestly, anyone can claim they can write, but not everyone can *actually* write well and deliver results. Let that sink in.)

Here's my sample work If would like to see it.

Emails. Landing page. Blogs.

Ready to turn words into clients

<HELL YES! I'M SOLD!!!>