

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Dental Clinic

Business Objective: Get more customers

Funnel:

WINNER'S WRITING PROCESS

1. Who am I talking to?
2. Where are they now?
3. What do I want them to do?
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?

DRAFT