

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Sports Equipment

Business Objective: Get more sales

Funnel: Search Paid Ad

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Boxers
 - I. new boxers looking for gloves to buy
- b. Gym bros
 - I. Looking to build personal gym and buy machines
 - II. Gym gloves (gay)
 - III. Bands and accessories
- C. Swimmers
 - I. Passionate swimmers looking for new equipment
 - II. Parents looking for kiddie pools for their kids
 - III. Kids looking for swimming goggles
 - IV. Rashguards for swimming for people who are fat as fuck
- D. All types of athletes and sports gurus

2. Where are they now?

- a. Actively searching for an equipment for their specific sport
- b. Current levels:
 - I. Pain/desire : 6/10 they need the product but they aint gonna die without it
 - II. Belief in the Idea : 8/10 definitely will work just need to make sure of the quality of it
 - III. trust : 5/10 some bad reviews but still popular
- c. Current state :
 - 1. Probably shit at their sport
 - 2. Struggling with a specific part of the sport (not seeing underwater, no good chest exercises so get bench press, shit football, shit basketball, sweat coming on the eyes so u get a headband etc)
- D. Dream state :
 - 1. Make the sport easier
 - 2. Get better results with certain equipment
 - 3. Affordable
 - 4. Good quality items long lasting ones
 - 5. Shipping and delivery

3.What do I want them to do?

- a. Click on my ad and go to my landing page.
- b. Check out the specifications and place the order for the item

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. Click on my ad and go to my landing page.

I. good product image

- 1. High quality image
- 2. White background preferably for more professionalism
- 3. Some shadows under the item if possible for a better image quality

II. maybe a live picture of somebody using the product as the product pic

B. Place the order for the item :

- I. Item specified detailed image of measurements in cm

- II. Transform your workouts with our Adjustable Multi-Function Weight Bench.
 - 1. Highlight the current state and offer to change it into dream state, keywords that ease the sport (adjustable and multi function)

- III. Everlast Hanging Boxing Bag 120cm

- 1. Highlight the brands name for trust with a mini specification of the product

DRAFT

The business im making the draft for (sport net) does not run any paid ads on google. They should so people click the top result. The thing is that ive tried both of these sports equipment places and sport net is even better quality than the top competitor but they just have shit marketing man.



Everlast Boxing Gloves

~~Boxing gloves~~

14.750 JD



Boxing gloves

14.750 JD

Shipping calculated at checkout.

QUANTITY

-

1

+

Add to Cart

Buy it now

Available in different sizes

Handcrafted in Mexico the Everlast MX Pro Fight Gloves are the go-to glove for professional fighters across the world. Combining premium Mexican leather and custom horsehair, these are Everlast's best gloves to date. The premium Mexican leather maximizes flexibility and wrist comfort. The custom horsehair and foam blend allows for optimal power transfer. Carefully handcrafted in Mexico for superior quality.

Available in different sizes.

Share

