

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Business process outsourcing

Business Objective: Get attention

Funnel: Content/Sales Page

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Business owners from SMEs to large scale businesses who need to outsource some of the services to reduce internal operations cost and focus on the growing of their business.

2. Where are they now?

- a. They are looking for BPO services on google search.
- b. They first see the list from google search and click on the first result
- c. They land on the home page i.e the landing page.

3. What do I want them to do?

- a. Not to move away from the home/landing page but rather click read through the description, watch the video and click the CTA button.
- b. Book an appointment or a free trial.

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. To read through the hero section with the sentiments to catch their attention.
 - i. Fully managed and customized bpo services
 - ii. List of services being offered
 - iii. The dream state of the business operation
 - iv. How to achieve that dream state
- b. I need them to see the short video which describes their current state of constraints they are facing with some of their business operation and the dream state where all that overhead business operations can be outsourced so that they can focus on growing their business.
- c. I want them to feel that their business needs have been recognized and they just need to book an appointment.
- d. I want them to click that button to book an appointment or start a free trial.

DRAFT

Outsource a fully Managed and Customized Workforce

IT/Technical Support Services

Imagine a world where your business operates seamlessly, free from the constraints of day-to-day tasks. A world where a dedicated team of experts handles your operations, allowing you to focus on what truly matters: growing your business.

Welcome to McDorcis Solutions.

We're more than just a BPO provider; we're your strategic partner. Our team of seasoned professionals is committed to delivering exceptional results, tailored to your unique needs. We're not just outsourcing; we're empowering your business to reach new heights.

