

Winners writing process

Business Objective: Get new customers via FB ads

1. Who am i talking to?

- a. Thomas, 30 years old, working in a managing position, but wants to earn a lot more money, he wants to be successful and thinks about starting a business

2. Where are they now?

- a. Sitting on his phone scrolling - in this moment not actively thinking about buying a businesses
- b. Level 3 awareness
- c. Market sophistication between Stage 3-4
- d. **Current state:** Knows that he will earn significantly more money as a business owner, knows about buying a business, but has no idea where to start, how much money he needs, how the process works, a lot of unanswered questions in his mind. He doubts that he realistically can afford to buy a business. (main objection)
 - i. - I am pursuing a job that does not fulfill me.
 - ii. - Truly, I only earn significant money as an entrepreneur, not as an employee.
 - iii. - The potential income as a self-employed person is very tempting, and with the money comes more freedom, and I may not have to work until I'm 65.
 - iv. - However, I doubt the offers I find on the internet. If the company is so good, why is it being sold?
 - v. - I have to finance a lot of money.
 - vi. - I fear what will happen if I fail and the company goes bankrupt, I will lose everything.
 - vii. - So such a purchase is, in my eyes, a gamble. It can totally backfire.
 - viii. - From an economic perspective, my current office job is nowhere near the income of a business owner.
 - ix. - I wonder if it's worth the risk to finance a company purchase. What if it's not worth it in the end because I don't earn significantly more?
 - x. - If I'm going to buy a company, I need to earn at least €100,000 to make the risk worthwhile. 75.000€ can also be earned with a bachelor degree and a good job in a bigger company. So that amount of money wouldn't be worth it.
 - xi. - Researching about buying a company is difficult for me; I feel lost because I don't know where to start.

- xii. - Where can I find good and affordable offers?
- xiii. - How much money do you have to invest, and how do you finance it? Where do you find the best companies?
- xiv. - I don't know what to look for and what the usual pitfalls are.
- xv. - I'm not sure what skills I need to be a good manager.
- xvi. - I wonder: how is a company purchase usually financed, i.e., the debt-equity ratio? What security is accepted by the purchased company (e.g., only assets like buildings or also fixed receivables, etc.)? Are there typical mistakes made in financing? (Uncertainty about financing + ignorance of the process).
- xvii. - Most of the people I've talked to have told me that someone doesn't just sell a company. But if Person A sees more potential in Company B, I don't find it so unusual.
- xviii. - Is it important to look at past numbers when I know I am more passionate than the previous owner?
- xix. - I search on Google, all I find are general guides and articles for company purchases; I've also watched some on YouTube, but I'm still not sure what to do.
- xx. - How do you make such a company purchase happen without equity?
- e. **Dream state** - Earns at least six figures a year. Has a lot more options in life, can buy whatever he pleases, can retire early, more vacation cause of the business runs itself, status, respect, nice cars, beautiful women, living the life to the fullest with more freedom and early retirement
- f. What are they currently doing to fix their knowledge gap?
 - i. Read informative articles
 - ii. Read guides
 - iii. watch youtube videos
- g. Level of desire: 4
- h. Level of belief: 1
- i. Level of trust: 0

3. What do I want them to do?

- a. Stop scrolling and pay attention to my FB ad
- b. Read the copy
- c. Feel intrigued to click the button
- d. Read copy on landing page
- e. Fill out the contact form on landing page
- f. hop on a free 15 minute phone call

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

- a. See my ad that interrupts him while mindlessly scrolling
 - i. Headline interrupts him

- ii. Subhead states where the reader's at right now, that he's interested in being self-employed. To be able to earn a lot more money and gain more freedom in his life to spend more time with his family
- b. Read copy and click link (PAS)
 - i. Talk about starting a whole new business is a bad choice
 - ii. Talk about settling for his current state with an unfulfilling job is a terrible idea
 - iii. Amplify pain
 - iv. Introduce solution of a lot of businesses that are for sale
 - v. create curiosity that buying one of them can be an epic idea
 - vi. Tell him about previous successes (trust/authority)
 - vii. Tell him about network of my client (trust/authority)
 - viii. CTA to click link to get to the landing page
- c. Fill out the contact form on landing page

Draft 1 - FB ad

To Men Who Want to Quit Their Job Someday

If you feel like this message resonates with you, chances are you've been contemplating starting a business for some time now.

That's why I'd like to introduce you to one of the lesser-known, yet incredibly successful, options.

Why take unnecessary risks with a startup?

With a bankruptcy rate of over 80% within the first 3 years for startups in Germany... failure is inevitable.

So, what's the alternative?

Continue working in a job that doesn't fulfill you?

Being paid on average, with little freedom and hardly any opportunities for advancement?

Short answer: Not necessarily.

Because every year, 190,000 businesses are put up for sale.

That's a huge pool to choose from.

And since there are only a limited number of potential buyers, you actually have a fantastic chance of acquiring a profitable business for relatively little money.

And guess what? I'll show you how to finance it without needing your own capital.

My contacts with KfW and the Guaranty Bank have already enabled over 740 people from regular employment to purchase businesses, some even worth millions.

So... When you're tired of working for someone else's success, having little say in decisions, and feeling like you've been stuck in a rut for years,

then click the button below and find out exactly how you can acquire a profitable company without any savings.

Draft 2 - FB ad

To Men Who Want to Quit Their Job Someday

If you're reading this, you've probably considered starting your own business before.

But why start from scratch and take unnecessary risks?

With an 80% bankruptcy rate within the first 3 years, starting a business is pretty much setting yourself up for failure.

Why not double down on buying an existing company?

Every year, 190,000 are put up for sale.

And because there aren't even close to that many people looking to buy a business, you've got a rare chance to grab one for relatively little money.

And I'll show you how to finance it even if you don't have any money on the side.

If you want to find out what it really takes to buy a company without any capital of your own, click the 'Learn More' button now.