

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Football personal coaching

Business Objective: to buy the football program

Funnel: instagram ads

TOP PLAYER:

16:32



Instagram



✕ Not interested

✓ Interested



jr_athletesedge
Sponsored



GET PRO-LEVEL TRAINING AT A LOW PRICE!



AI Speed app to
analyse technique

Access to industry experts

Unmatched prices

Train like the Pro's

Athletes Edge is trusted by: Enzo Fernandez,
Ruben Loftus Cheek & Aleks Mitrović

WINNER'S WRITING PROCESS

1. Who am I talking to?

- Footballers of both genders, all ages

2. Where are they now?

- scrolling through instagram

Their current feeling of pain/desire: 5/10

Their desire is quite high, they want to get a trusted program, but don't know where to find one

Their Current belief that the idea would work: 9/10

Social proof, credible source, logic, demonstration of results, and it fits alot of footballers needs. Credible players have worked with this business.

Their trust in the company/person selling: 8/10

Social proof, person they trust vouched for them, primal leadership indicators, official qualification. Credible players have worked with this business more than once.

The customers Current state:

- stuck - angry -lost/no guide
- losing patience. - frustrated. - feeling heavy
- feeling slow/fat

The Customers Dream state:

- To be a professional footballer
- To be the best
- To improve
- Be like a Pro
- To feel fit
- Improve Health
- To feel like they can play at the top level

3. What do I want them to do?

- stop scrolling
- click the link with the intention of buying his program

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?

- stop scrolling
- click the link with the intention of buying his program
- Picture with a professional footballer
- A list of credible sources
- big fonts "Get Pro-Level Training At A Low Price!"
- A full breakdown/list of what the personal trainer is offering
- "Learn More" CTA

DRAFT

Get A Full Champions League Training Program At A Low Price!

- Access To Football Experts Daily!
- TRUSTED BY THE WORLDS BEST
- TRAIN LIKE CHAMPIONS LEAGUE PLAYERS
- UNMATCHED PRICES
- DIRECT CONTACT TO PROFESSIONAL CLUBS

picture of a world class player getting personal training

**GET A FULL CHAMPIONS LEAGUE
TRAINING PROGRAM AT A
LOW PRICE!**



- ✓ - ACCESS TO FOOTBALL EXPERTS DAILY
- ✓ - TRUSTED BY THE WORLDS BEST
- ✓ - TRAIN LIKE CHAMPIONS LEAGUE PLAYERS
- ✓ - UNMATCHED PRICES
- ✓ - DIRECT CONTACT TO PROFESSIONAL CLUBS

📖 include in each point you need to also point out like the questions says, see/feel/experience in each part, so what they need to see/feel/experience in order to stop scrolling etc. for all the points