

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** Mentorship

**Business Objective:** Get More Attention

**Funnel:** FB/Meta Ads

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## WINNER'S WRITING PROCESS

### 1. Who am I talking to?

- a. People with businesses or people who are wanting to learn about how to make money using social media.

### 2. Where are they now?

- a. Scrolling on social media
- b. They're actively thinking about new ways for their business to make money
  - i. They're thinking about ways to start making money online
  - ii. Their desire is a 7/10
  - iii. Their certainty is a 2/10
  - iv. Their trust is a 2/10
- c. **Current situation:** They're not getting enough leads, they aren't getting results with their current methods, they don't have enough time to take care of other

parts of the business, they're constantly stressed out and worried about their business and the fear of failure. They feel they have run out of ideas.

- d. **Desired outcome:** They want to make more money, they want to free up some time so they can have time for themselves/family, they want to be stress-free, they want the knowledge and understanding on how to use social media to generate money.

### 3. What do I want them to do?

- a. I want to catch their attention and make them read my ad, then click on the CTA to go to the sales page.

### 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. Need to use dream outcomes/pain points to drive the desire in order for them to click on CTA.
- b. Need to make them believe this is the right vehicle for them to make money.
- c. Need to boost the trust levels so they will click on the CTA to take them to the sales page where I can boost the belief and trust by showing them in depth how everything works and also use more testimonials.
- d. Need to add enough curiosity so they feel they have to click on the CTA to find the answer.

**DRAFT**

**DISCOVER THE SECRET TO LANDING  
CLIENTS 24/7, EVEN WHILE YOU SLEEP**



**Fill Your Pipeline** with **Ready- to-Buy Leads** While **Doubling Your Free Time** and **5x Your Profit** Through Facebook Ads

**Book Now**



**Body Text:**

What would it feel like to wake up to a business that runs itself, delivering qualified leads and profits 24/7?

Curious to uncover the secret?

I will guide you step-by-step using the DIGITAL DOMINATION Framework.

Excited to learn the next steps?

CLICK the link below to book your FREE CONSULTATION and use DIGITAL DOMINATION framework to turn your business dreams into reality.

<https://digitaldomination.com/vsl/>