

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Interior Design Coaching

Business Objective: Convert more cold leads on a mid-ticket product (300-600\$)

Funnel #1: Facebook ads ⇒ Sales page

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Target group - women 30 - 50 years old who enjoy design and want to furnish their own home.
- b. Either they want new furnishings for their older home, or they want to build a house and furnish it.
- c. Women like to be inspired, they know a lot of things, but they can't put them together.
- d. So they look for solutions because they don't want a designer.
- e. Many have design as a hobby.
- f. They don't have much time, so they like to learn from someone who knows.
- g. They don't have the time to learn it the hard way on their own.
- h. I think they want instant solutions, they are willing to learn a little bit if they enjoy it, but they are limited by time and other obligations.

2. Where are they now?

- a. They are currently landing on a sales-page after clicking on a Facebook ad, or they are landing on the sales-page after a welcome email sequence
- b. Pain/desire levels: 3-4 after facebook ad (Funnel #1), 6 after email sequence (Funnel #2)
- c. Trust in company levels: 2 after facebook ad (Funnel #1), 4-5 after email sequence (Funnel #2)
- d. Belief in idea levels: 1-2 after facebook ad (Funnel #1), 3 after email sequence (Funnel #2)
- e. Market awareness: Solution aware
- f. Market sophistication: Level 3 (unique mechanism)
- g. Painful current state
 - i. Feeling overwhelmed by the scope of home design and unsure if they can handle it on their own.
 - ii. Anxiety and self-doubt about managing the design process and creating a beautiful, functional space.
 - iii. Fear of making common design mistakes that could ruin their efforts and lead to dissatisfaction with the final result.
 - iv. Frustration and concern about spending time and resources on something that might not turn out as desired.
 - v. Lack of professional design knowledge, leading to insecurity and frustration due to a perceived gap in expertise and skills.
 - vi. Concerns about arranging their home without making unnecessary mistakes.
 - vii. Worry about not knowing how to match colors, choose materials, or create a harmonious design.

- h. Desirable dream state:
 - i. A desire to feel confident and capable in arranging their home, with a clear understanding of how to achieve their design vision without errors.
 - ii. Satisfaction and pride in successfully creating a beautiful and functional living space.
 - iii. Achieve a modern, stylish, and harmoniously designed home that reflects personal taste and meets functional needs.
 - iv. Excitement and joy in seeing a well-designed space that looks as if it was created by a professional.
 - v. Enjoy the process of home design and organization, finding it both fulfilling and efficient, with minimal stress and maximum creativity.
 - vi. Contentment and pleasure in both the design process and the final outcome.
 - vii. Interest in learning how to design, plan, and visualize their home like a professional designer.
 - viii. Eagerness to understand how to match colors, select materials, and create mood boards for their interior design.
 - ix. Desire to fulfill their dream of designing and organizing a beautiful, harmonious home.

3. What do I want them to do?

- a. Decide to purchase my course

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. Header ⇒ Amplifying desire (direct benefit)
- b. CTA
- c. Increase trust and belief ⇒ Organized backed + testimonial
- d. Call out avatars alongside desires (it's for them) ⇒ Increases desire and trust
- e. Introduce the solution ⇒ Then you've found the perfect XYZ which will help you achieve (solution)
- f. Introduce product
 - i. Picture of program
 - ii. Picture of logo
 - iii. How the product will help you take advantage of the solution
 - iv. Fascination ⇒ Achieve XYZ!
 - v. What's available when you join XYZ
 - 1. Small pictures
 - 2. What it is and what it will help them achieve
 - vi. CTA ⇒ Become a XYZ member now
 - vii. Testimonials to increase trust

- viii. Increase desire ⇒ “Like these students, imagine...” ⇒ Bullet points of desires
 - ix. What they’ll learn when they join
 - 1. Divide into 2-3 general sections
 - 2. Each section should have bullet point
 - a. Image
 - b. Header
 - c. Fascination
 - x. “Meet the coach”
 - 1. Full name
 - 2. He’s passionate about helping you XYZ
 - 3. Bullet points of subscribers, achievements, organized back, who he worked with, how much, how many he worked with, ect.
 - xi. Header that increases trust ⇒ Over XYZ joined
 - xii. Testimonials
 - xiii. Section with different prices
 - xiv. FAQs
 - xv. Money-back guarantee
-

DRAFT

Header: Create a Modern, Cozy Home That Grabs Attention The Moment Visitors Step Inside
Using Expert Tools and the “Visual Feeling Method”... All Under 2 Weeks

Subheader: No Experience Required!



Timer: Enrollment Closes in [X]

[Design a beautiful, harmonious home—Sign up now!]

[Testimonial]

Header: How Will You Design Your Dream Home?

Dreaming of designing a space that truly reflects your style, but find yourself unsure how to bring your ideas together?

I'll guide you step by step through advanced design principles, and the 'Visual Feeling' method to turn your vision into reality and create a space that not only matches your ideas and needs,

But also impress everyone who walks through your door!

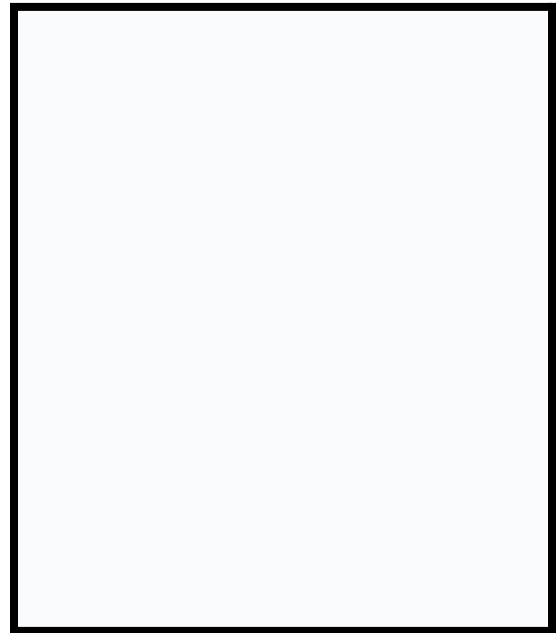
The 'Visual Feeling' method, based on design psychology, helps you understand how colors, materials, and elements shape your home's atmosphere and mood.

Header: My name is Slávka Ramsová, and I'll be guiding you through the course

With over a decade of experience, I've helped hundreds of women design beautiful, harmonious homes that reflect their unique style.

Now, I'm excited to share my knowledge with you, so you can confidently design a home you'll love—and even launch your own interior design career if that's your goal.

- 11+ Years of experience
- More than 320 design visualizations
- More than 837 absolvents of my courses and workshops
- More than 50 completed interiors

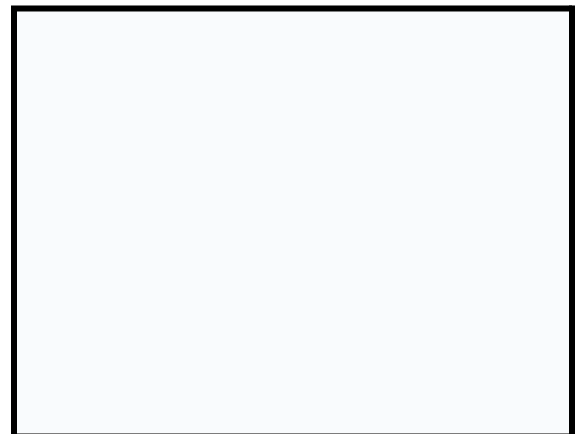


Subheader: Introducing...

Header: Design Your Million-Dollar Home with Slávka Ramsová's Easy-to-Follow Course

Subheader: Transform your space into a modern, stylish home that looks professionally designed, even if you've never picked up a design tool before.

This course breaks down everything step-by-step, so you can learn quickly and apply what you learn right away.



Subheader: Here's what's inside the course:

- **12 Video Lessons:** Covering design principles, color psychology, furniture arrangement, and more.
- **9 Bonus Lessons:** Additional content to enhance your design skills.
- **Weekly Live Q&A Sessions:** Get answers to your specific questions.
- **Personal and Group Support:** Access guidance from both Slávka and other students.
- **Certification:** Receive a certificate upon completion to showcase your skills.
- **Lifetime Access:** Learn at your own pace and revisit the lessons anytime.

Subheader: Plus, in the VIP and Exclusive packages:

- Personal feedback on your assignments
- Zoom consultations for personalized support
- A final day workshop with certificate presentation

[Transform your home today! Enroll in the course now]

[testimonials]

Subheader: Like these students, imagine...

- **Feeling confident and capable in arranging your home**, with a clear understanding of how to achieve their design vision without errors.
- **Achieving a modern, stylish, and harmoniously designed home** that reflects your taste and needs.
- **Know how to design, plan, and visualize** your home like a professional designer.

Header: What you'll find inside of my course:

Subheader: Design Principles and Techniques

✓ Uncover the must-know secrets every designer keeps in their back pocket, plus the hidden sources of inspiration they rely on to create stunning, one-of-a-kind spaces.

✓ Discover why understanding your living style is the key to creating a home that truly feels like you—PLUS, learn how to pinpoint the perfect setup that not only meets your unique needs but also enhances your daily life.

✓ Master color and psychological tricks to instantly uplift your home's atmosphere.

✓ Learn the furniture arrangement rules that designers use to create perfectly balanced and visually stunning spaces.

✓ Discover the kitchen design tips that will not only beautify your space but also make cooking a joyful experience.

✓ Master the art of bathroom design, from choosing the perfect tiles to ensuring functionality for every family member.

✓ The secret Feng Shui element techniques that will fill your home with positive energy, harmony, and prosperity.

Subheader: Practical Tools and Resources

✓ The insider's guide to selecting high-quality furniture, flooring, and wallpaper that will elevate your home into a space that feels luxurious, cohesive, and uniquely yours.

✓ The little-known hacks that can make your living space healthier and more comfortable than ever before.

✓ Step by step, learn how to bring your ideas to life with stunning 2D sketches and realistic 3D visualizations—no expensive software required.

✓ The blueprint for creating accurate technical drawings that will make your contractors' jobs a breeze.

Bonus: Budgeting and Project Management

✓ The critical budgeting techniques that will ensure your project stays on track and within budget—no surprises, just success.

Standard Course - €397

- 12 Lessons

- 9 Bonus Lessons
 - Study Materials
 - Assignments
 - Certification
 - Private Facebook Group
 - Lifetime Access
 - Payment Plan: 2 x €208.50
-

VIP Course - €597

- Includes all Standard Course features
 - 6 Online Zoom Sessions
 - Personal feedback on assignments
 - Final day workshop with certificate presentation
 - Payment Plan: 2 x €309.10
-

Exclusive Course - €697

- Includes all VIP Course features
 - 3 Individual Zoom Consultations with me
 - Personalized design support
 - Final day workshop with certificate presentation
 - Payment Plan: 2 x €375.00
-

[How the process goes section]

Header: "What does it really take to be able to design your own home?"

I'm here to tell you, being able to design spaces does NOT require anything more than just a brain and willingness to learn.

It doesn't matter if you're "less" creative...

It doesn't matter if you don't have any technical skills.

And it doesn't matter if you don't have a lot of time in a day to dedicate to this.

If you are a human being, and you are willing to learn, you will be able to fully design, plan, and realize any house you step into with perfection!

[sneak peek inside course section]

[FAQs section]

14-DAY MONEY-BACK GUARANTEE:

If within 14 days of starting the course you find that the information in the course is not suitable for you, I will fully refund your money back, no questions asked.

Why am I doing this?

The cost of designing an apartment with a professional designer is from 350,- euros and more for 1 room, so a three-room apartment with a kitchen, bathroom and hallway will cost from 1500,- to 2500,- euros and more depending on the complexity of the task.

I want you to be able to do it yourself, so you will be able to help yourself with furnishing, planning and choosing furniture. Drawing a visualization will no longer be a problem.

At the same time, you'll save money on travel costs for a classical course that you would have had to attend.

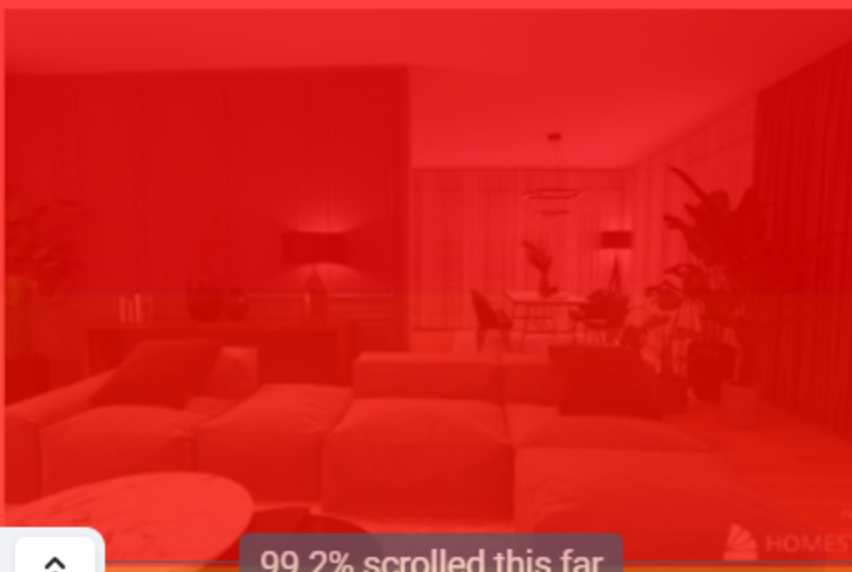
You can study at a time that suits you, so you can fully adapt to your responsibilities and your family.

[Design like a professional designer – Enroll now and save your spot!]

HEATMAP:

**Vytvorte ohromujúci domov
ktorý upúta pozornosť
hneď, ako návštevníci
vstúpia dovnútra—pomocou
pokročilých nástrojov
dizajnu a metódy “Visual
Feeling”... A to všetko
za menej než ** týždne!**

Žiadna predchádzajúca skúsenosť
neni potrebná!



99.2% scrolled this far

HOMEST

AVERAGE FOLD



80.6% scrolled this far

PRIHLASOVANIE KONČÍ ZA



DNÍ

HODÍN

MINÚT

SEKÚND

Navrhnite krásny domov—
Zaregistrujte sa teraz!

ČO O KURZE HOVORIA
SPOKOJNÉ
ABSOLVENTKY?

75%

Ahojte, prikladám vizualizácie,
ktoré ma bavili a išlo mi to
zázračne rýchlo. V máji keď som
čínala

72.6% scrolled this far

pôdorys, teraz na základe týchto vizualizácii sa nám podarilo moderne zariadiť a potom predat' náš byt, po kompletnej rekonštrukcii. Ďakujem za túto príležitosť.

Barbora B.

MILÉ KREATÍVNE ŽENY,

Ak snívate o tom, že si navrhnete **moderné bývanie, ktoré bude odrážať váš jedinečný štýl**, ale neviete, ako poskladať dokopy svoje predstavy,

Tak tu ste na správnom mieste.

2  môže vás krok za krokom prevedieť pokročilým **65.3% scrolled this far** ípmi

Pretože vás krok za krokom prevediem
pokročilými návrhovými princípmi
a metódou "Visual Feeling",

Aby ste svoju víziu premenili na realitu
a vytvorili priestor, ktorý nielen
zodpovedá vašim predstavám
a potrebám, ale aj ohromí každého, kto
vstúpi do vášho domova!

Metóda "Visual Feeling" je založená
na psychológii dizajnu, a pomôže vám
pochopiť, ako farby, materiály a prvky
vášho interiéru ovplyvňujú atmosféru
a náladu vášho domova.

ZOZNÁMTE SA
S DIZAJNÉRKOU
A LEKTORKOU

62.1% scrolled this far

The main focus RN i think would be to get as many peopl onto the introduction section (60% rn)

After there's the course introduction section, about 55% get there, and to the bullet points of benefits, about 46

Vytvorte moderný, harmonický a profesionálne vyzerajúci domov ešte pred Vianočnými sviatkami s mojím kurzom interiérového dizajnu—zostáva už len 21 miest a registrácia končí 27. septembra!

Kompletná 14-dňová záruka vrátenia peňazí je zahrnutá!

- Remove 2 photos to simplify process