

## Winner's Writing Process

Who am I talking to? People who are after a custom sports jersey, most likely in the first world with an interest in sport.

Where are they at now? Anywhere in the world, most likely in the first world, looking for a custom jersey for a sports team, level one or level 3, stage 4 where they are aware of the claims of a custom product, but nobody really offers one, they just offer a template.

Current state: Bored and tired of claims of custom product where people only offer templates. Annoyed at the lack of customization to claims of custom products. Looking the same as everyone else worries them. They want to stand out, draw attention, and create a conversation.

Stand out:

- Social
- Physical look of product
- Conversation starter
- Community
- Connection
- Identity

Dream state:

- To have a custom product made for them
- To be a part of a community
- To be unique
- To have a comfortable product
- To have the ability to say they helped create the product
- They will have status from the uniqueness of the product
- They will have something memorable

Solution: Contact VRTX about the custom jerseys.

Product design: Whatever they want.

Belief in solution: 8/10.

Trust in company: 6/10 as they have always been let down by other jersey providers.

What do I want them to do? Get in contact with VRTX by clicking "start a project" on their site. Start their project by giving information in the survey on the website. We want them to be satisfied with the service so they continue the journey of designing the product so that they purchase it.

What do they need to experience/think/feel to do that? Stay on the page, dynamic website, cool loading bar, lots of pictures of past partnerships and/or current partnerships, photos of past products. Simple website, easy to navigate, not confusing, not in your face too much, stamp the credibility by showing them who they have provided jerseys for, why they have the best quality, and customer service.

State that they are better than other competitors because they provide X instead of Y. Use exterior credibility factors, e.g., past partnerships and past products. Talk about the values the company holds and why they operate the way they operate. Why should you choose VRTX? They are run by young entrepreneurs who are striving to provide the best quality product for their customers. They want to give you something unique that has not been made before. They have also provided shirts for various people and personalities such as the Sports Shed TV charity match.

### VRTX Sales Page

Activewear company that specializes in custom jerseys for sports teams.

### **Copy starts from under this line.**

Are you tired of empty claims about custom sports jerseys?

You never really get what you want. You click on a page that says custom sports jerseys, you go to make one, and it's just some template.

The reason we know so much about your current situation is that we were in your situation. We were teenagers who wanted custom jerseys, but we came across the same templates as you have.

So we decided to make a change. We were just some teenagers after some cool custom jerseys for our summer sports competition. We kept running into fake claims and boring templates like you have.

So we decided to take action. We started making custom football jerseys on TikTok, and our videos took off. There, VRTX was born. We launched our company and have seen nothing but success since.

Catering for many sports teams, events, and even large companies. We also made custom polo shirts for a family who went on a service trip in Southeast Asia.

With the best service and designers the game has to offer, we guarantee the best possible product for you and your needs. VRTX Activewear provides you with a unique experience than any other custom sportswear company. We work one-on-one with you to get your dream jersey for your sports team.

At VRTX, we do not give you just a piece of cheaply made fabric like everyone else. We give you an experience, we give you the ability to create a jersey that is unique to you. Something that has never been made before, something that gives you the ability to stand out in a crowd and say, "I made this." That feeling is priceless.

These jerseys we offer are so much more than jerseys. They are the product of dedication, discipline, and a desire to create something that is against the grain and out of the ordinary. This is what we want, we don't want our customers to be walking around in a boring jersey that is the same as everyone else. We want you to stand out while also being comfortable with the most quality product.

Our amazing jerseys were worn at the 2023 and 2024 SportShedTV Rugby League Charity Match. The event was a huge success where everyone came together to watch influencers from Sydney battle it out on the footy field all for charity. We have provided jerseys to countless amounts of sports teams worldwide who have all come back with nothing but praise for our amazing products.

To start the process, you need to click on the 'start project' tab on the top of the website. There you enter some minor details about the product you want and any ideas of how you want your jersey to look. That will be sent through to our design team, and they will work with you one-on-one until you have your desired result.

Our jerseys are available at a minimum of 5 for an order. This is to minimize the cost for you. The more of the product you buy, the cheaper we can cater for you to get the best possible product at extremely affordable prices considering all of the work and designing and countless hours that have gone into this product.

I want you to imagine how you would feel if you went through our process to create your custom product. Imagine you walk onto a sports field and you hear people in the crowd talking about your product that you created.

You can either go off our website and forget this ever happened, you do all the hard work that we did for you to figure out the solution by yourself, or you can click the 'Start Project' tab on the top of our website and start your journey with us today.

