

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Content creation journey & Client Acquisition

Business Objective: Gain more attention + engagement

Funnel: Instagram profile & reels

WINNER'S WRITING PROCESS

1. Who am I talking to?

Mainly people in their late teens to early adults. 16-24: Entrepreneurs or remote job seekers

Location: India

People on LinkedIn

Specific avatar: 17 years old named Saarij and lives in Chennai, India.

This is his daily checklist:

- ✓ Do 100 push-ups (expecting a good body and higher strength)
- ✓ Make at least 1 script for his content creation (He could plan another script but instead goes for the minimum)
- ✓ Do the same editing for an hour and never improve

And of course, he has them all checked since there are no insane goals. Does the minimum and calls it a day and chill.

2. Where are they now?

- a. Scrolling on Instagram reels after getting done with their checklist like Saarij

b. Current levels

- i. Desire. 8/10 Above average. They're excited about their goals but on a hamster wheel.
- ii. Believe in Idea. 6/10
- iii. Trust. 7/10. They're willing to get to their destination faster
- iv. Current state
 - 1. Does the same checklist every day and does not seem to go anywhere to their destination.
 - 2. Is consistent and crushing goals but deep inside feels lost
 - 3. Do the things they're supposed to do but still stressed out.

Dream State

Setting better goals that drive them from their current, boring, self, to an interesting goal setter which they achieve more and more every day. Like getting more sales, and more clients, leading to more money, power, and confidence.

This also brings status, mating, tribe, and everything.

They want their dream high-quality loved one, to be the first millionaire in their family, to have a good lifestyle, and to do whatever they want freely.

3. What do I want them to do?

- c. Stop scrolling and watch the video
- d. Comment “___” to get the free resource

4. What do they need to see/feel/experience to take the action I want them to, based on where they are starting?

They need to feel like they're not alone in an online journey and are willing to crush their dreams with their expertise and make it true.

They need to feel like they're saved by the free resources

Stage 4- Market sophistication

Product aware - Solution Aware (level 3)

IG Script Voiceover:

Whatever goal you have.. it won't take you anywhere...

The goals you do every day are the bare minimum.

And this is a major problem, whether you're a freelancer, content creator, etc.

The minimum goals you do is your standard. But why are they so easy to achieve?

Because you're comfortable with reaching goals you know you'll achieve.

And it's a major trap as to why you're not improving.

Let's say you read one self-help book daily, as you're comfortable with. You need to aim for three.

You'll finish the first book faster and probably even be halfway done with the second book.

You'll progress quickly. Comfort is the enemy of growth. But this is just the surface of the iceberg.

I made a PDF showcasing the 3 crucial steps to kill procrastination and set killer goals you'll be satisfied to achieve.

Comment "Insane" for the free PDF cheat code.

CHAT GPT Version:

Setting goals isn't enough.

Doing the bare minimum won't get you far, whether you're a freelancer, content creator, or anything in between.

Your daily goals are your standard. But why are they so easy to hit?

Because you're staying in your comfort zone. And that's holding you back.

For instance, if you're reading one self-help book a day, push for three.

You'll finish the first book faster and make significant progress on the second.

Growth comes from challenging your limits. Comfort is the enemy.

I've compiled a PDF with three crucial steps to overcome procrastination and set ambitious goals you'll be proud to achieve.

Comment “Insane” to get your free PDF guide.