

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:**online selling product (energy drink with natural products)

**Business Objective:**get more people to buy (100)

**Funnel:**Meta AD/Organic social media

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## WINNER'S WRITING PROCESS

### 1. Who am I talking to?

I am talking to people who have problem of focus or for energy or because they are tired of work and they need a boost of energy and the thing that make them that tik its:

1 they scroll

2 they stop and watch the AD/post

3 they fell in that niche because every morning they wake up with no energy or they don't like the taste of normal coffee and maybe they want something natural

## 2. Where are they now?

They are scrolling on tik tok tired from work or maybe in the bus tired to go to work consuming content they stop for the AD because of the animation and many colors they see a product for people who are tired and they want it.

### DREAM STATE

They're dream state is that they want to feel energized in the morning ready to feel good concentrated to go to work or there is some student that wants to study and feel weak and not energized so their dream state is they drink this drink and feel full of energy and can focus 1000%

### CURRENT LEVELS

desire= their current desire is 7/10 because they think if they are tired in the morning and if they are they want it because so they can finally concentrate and feel full of energy

belief=their current belief in the product is a 5/10 because it is made in Germany so high quality product then they feel in that niche and this product is perfect for them then they open the comment section and see good recension and they open the description and see a little paragraph about a science proof about this product

Trust in the company=their current trust is a solid 7/10 because they see it's made in Germany see in the photo that's a high quality product and if they click on the site they see a well build site with some good recension and see the various badges that certificates the product.

### SOPHISTICATION OF MARKET

It's a solid level 3 so I gotta use a phrase like "new fruit in our drink to boost all of your vitamins and your energy in 10 minutes" or "Fuel Your Energy, Power Your Day with MindMaster Gold!"



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

I want them to stop look at my AD, read the description to understand more about the product open the comment section to look for some recension and see if it's a good product then follow me and go to my link and read a more detailed description of the product and finally buy it and tell them to their friends

### 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?

I want them to feel curios after seeing something that see a esotic drink that rappresent the NATURE and they think it's a good alternative and actually wanna try it

## DRAFT

TITLE OF THE AD: Fuel Your Energy with your new morning bible, Power Your Day with MindMaster Gold! 

DESCRIPTION:

1 BOOST OF ENERGY 

2 BOOST OF MIND FOCUS 

3 BOOST OF PERFORMANCE 🏃

And 100% vegan and natural this product its your new morning bible  
wake up drink it and feel like heaven in only 10 minutes

NEW RELEASE

# MINDMASTER GOLD

**Natural products**

**100% vegan**

**Full of vitamins**

**protects you from tireness**

**KNOW MORE ABOUT IT**

put the site when i post