

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Flip flops - Havaianas

Business Objective: getting more buyers

Funnel: From landing page to buying

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. People preparing for summer
- b. People in warm climates

2. Where are they now?

- a. Entered the page
- b. Current levels:
 - i. desire/pain - 6/10
 - ii. Belief - 2/10
 - iii. Trust - 3/10
- c. Current state:
 - i. Feeling incomplete
 - ii. A bit nervous

- iii. Pressured
 - d. Dream state:
 - i. Walking happy around the pool and the beach
 - ii. Making the best out of warm climates, the water, and just lounging around the house
 - iii. Quick drying
 - iv. Inexpensive
 - v. Long Lasting

3. What do I want them to do?

- a. They need to stay there long enough for us to showcase trust and belief
- b. Buy the sandals

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. Once they enter the page, need to stay there long enough for us to showcase trust and belief
 - i. A comforting and a nice vibe check first foto
 - ii. Continueing to showcase comforting and vibing fotos as you go through page of happy people
 - iii. Showcase testimonials
 - iv. Showcase a short video of testing somehow the quality (optional)
- b. Buy the sandals
 - i. Immidiate option to buy + very quickly showcasing the products + price
 - ii. Buying with minimal steps

DRAFT

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