

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Supplement Business

Business Objective: Get More Attention

Funnel: Via FB/Meta Ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. People who like pre-workout
- b. People who are into high stim pre-workouts
- c. People that go to the gym.
- d. People that are interested in the ingredients of a Pre-Workout.

2. Where are they now?

- a. Scrolling on Facebook
- b. Current levels:
 - i. Pain/Desire: 2/10 they might have some pre-workout products, or none
 - ii. Belief in the idea: 7/10 People know that caffeine works, and that

Pre-workouts tend to give people energy.

- iii. Trust in the business is low 2/10 they don't know much about the company.
- c. Current state: Slightly tired, lacking energy in the gym, lack of focus, lacking a pump.
- d. Dream State:
 - i. "The flavor is intense. The pumps are legendary. I have tried many pre workouts over the years. None compare." - Matt G.
 - ii. "About 15-20 minutes after I drink this pre-workout, I am laser-focused and have an incredible amount of energy."- Garrison S.
 - iii. "the mind muscle connection was as if I could singularly work just one muscle if I wanted too"-Oliver T

3. What do I want them to do?

- a. Stop scrolling and read the ad
- b. Click the link with the intention of buying Pre-Workout.

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. Stop Scrolling and read ad
 - i. Demonstrates Dream physique.
 - ii. The colors stand out
 - iii. The Text is Huge, bold, in all caps
 - iv. Uses emojis in text
 - v. The text overlaps the male with the Dream physique
- b. Click the Link with the intention of buying Pre-Workout.
 - i. Shows the top three ingredients in their product
 - 1. This builds desire to buy the product for those who understand the ingredients as well as those who don't, because seeing ingredients

gives the impression that there is something in the product that will make you perform.

2. The caffeine dosage would also build desire for those who like high stimulant pre-workouts.

- ii. Introducing the pre-workout as their highest-stim Pre-Workout. EVER with a lightning emoji next to the text ⚡ above.

1. This builds curiosity causing the person to want to check this product out as well as others, because some people would question the validity of this statement and look for themselves, causing them to run into other products on the way.

- iii. States that it's selling fast with a 🔥 fire emoji

1. Creates Urgency and desire to buy creating a sense of scarcity for the product.

DRAFT

Our highest-stim Pre-Workout. EVER! ⚡



***GorillaMind* THUNDER**

**ONE OF OUR
MOST
AGGRESSIVE
PRE_WORKOUTS
IN STOCK!**

**13,500 MG L-TYROSINE
550 MG CAFFEINE
1000 MG SYNAPTRIX™**

SELLS FAST 🔥

Order Now