

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: graphic design (creating digital organizational tools)

Business Objective: get attention

Funnel: social media funnel

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Teachers,
- b. homeschooling parents,
- c. self-employed,
- d. events organizers,
- e. daycare moms,
- f. jobs that have bulletin boards
- g. parents in general,
- h. religious organizations
- i. Mostly women

- j. Ppl who don't like to be basic

2. Where are they now?

- a. Scrolling on IG
- 3. Current state
 - a. They have a lot on their plate
 - b. Frustrated with all the tasks/responsibilities
 - c. It's time-consuming/space-consuming/boring/basic/to have and use a pen and a notebook all the time
 - d. They have a cluttered mind
 - e. They might lack status
- 4. Dream state
 - a. They can customize the tools that they use every day
 - b. Aesthetic
- 5. Current level
 - a. Desire: 2/10- for most people a pen and a paper or some applications like Word, Excel, Microsoft to do, iPhone's calendar app are more than enough to plan their life or track their progress.
 - b. Belief in the idea; 7/10- they know that using pre-made organizational tools which are digital and easy to use is going to save time and give them control over their life and routine, they just have to fill them out!
 - c. Trust: 6/10-they will come to the Etsy shop in order to buy the products, they will find a ton of positive testimonials which will help them to trust better
 - d. Level of Awareness : solution aware
 - e.

6. What do I want them to do?

- a. Stop and watch till the end: I need to use three hooks in contents that I post, lingual hook, visual hook & emotional hook aka: driving curiosity, empathy, excitement or fear and making the content relatable
- b. Like/share: when they find smth relatable to them or someone who they know they will like and share it
- c. Comment: asking questions, or their opinion on something or giving them smth of value in return will encourage them to comment. For example: comment the word watermelon for a free watermelon themed to do list!
- d. Follow : ppl follow accounts that they fear never finding them again. So whether the account should be focused on their pain points and giving easy solutions or it should match the vibe and aesthetic of their dream state
- e. Click the Etsy shop linked in the bio with the intention of buying; convincing them on the value and the status of our products in the content

7. 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. Hooks: (how to, how I, pov, what you can, why you should, how you can.....)
- b. Aesthetic
- c. Vibe
- d. Positive energy
- e. Target related content (relatable), for each one eg: what will happen if a teacher looks unprepared in front of students (how to be prepared by using our products)
- f. CTA at the end

g. So as I was looking for a top player I saw
this Post, that got crazy views



How I Decorate My Journal Page Ideas & Inspo



How To Decorate Your Journal Tea Bags edition

▶ 911K

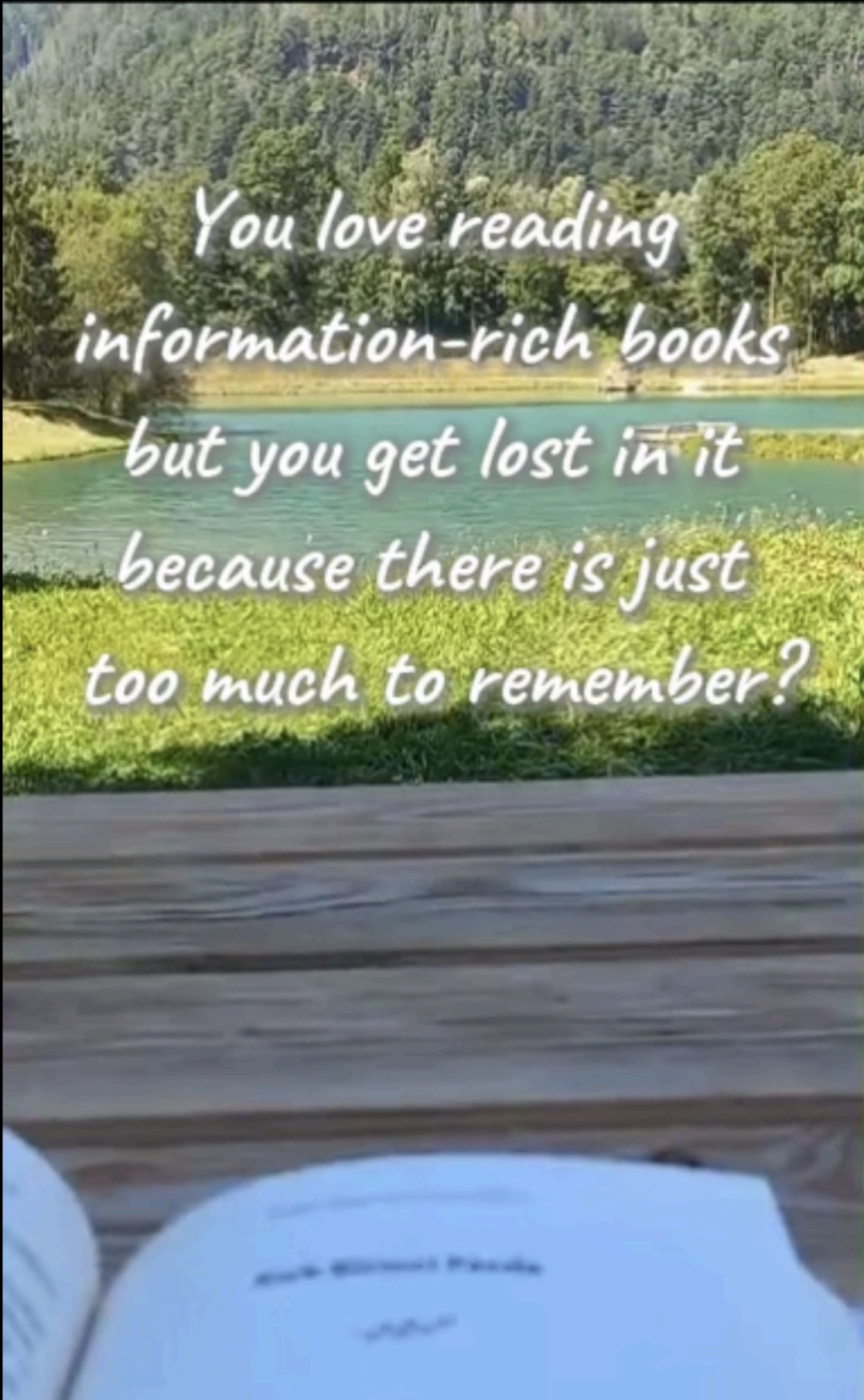


DRAW GRAPES WITH ME

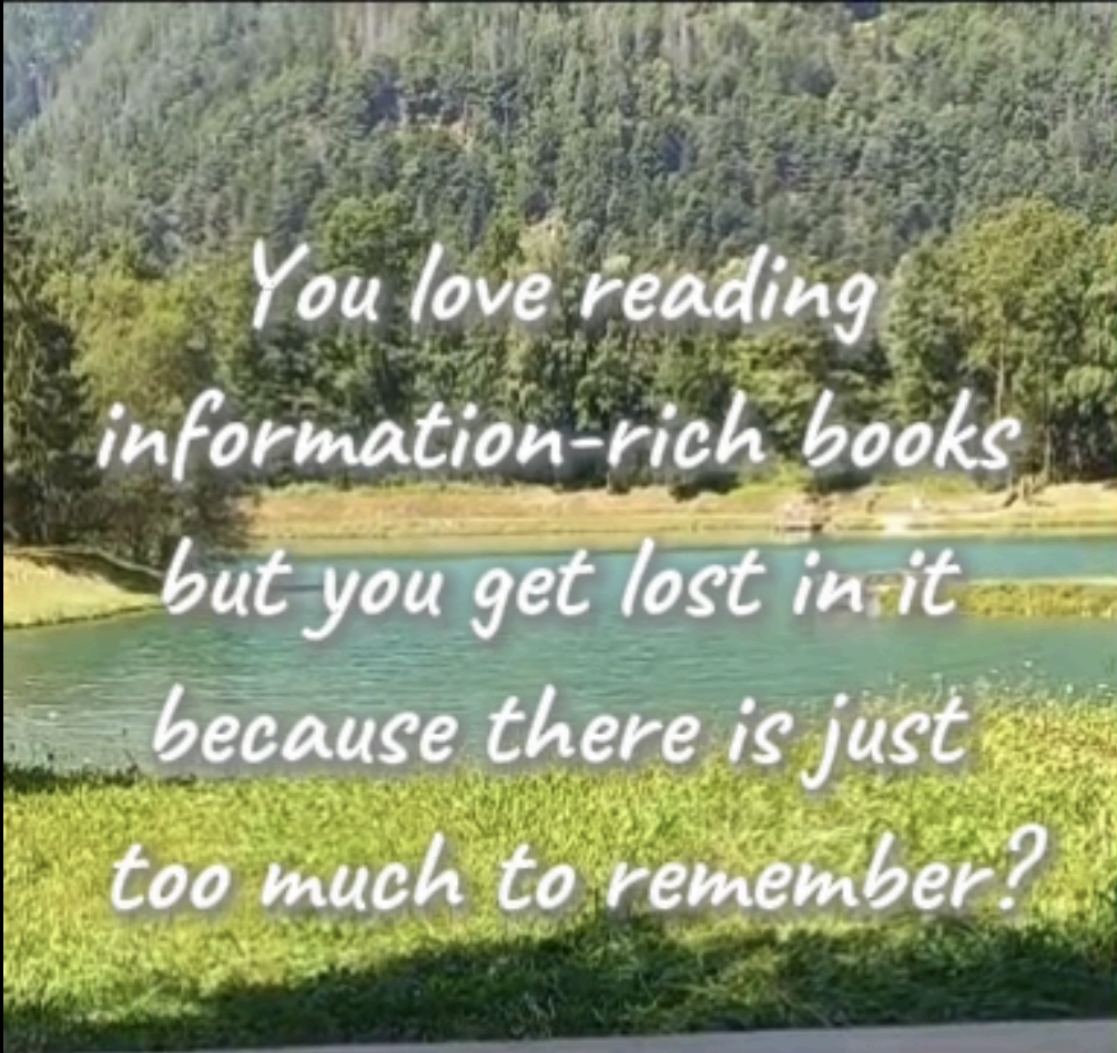
▶ 6907

DRAFT

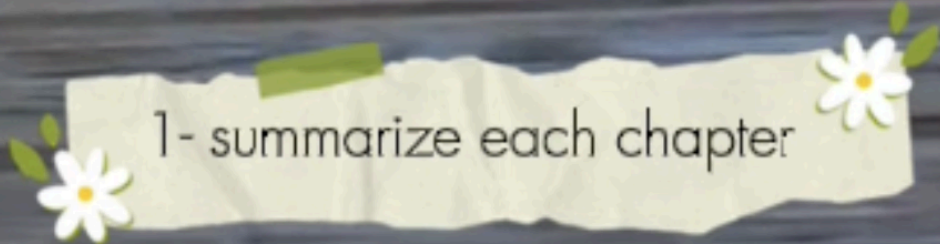
So I made a reel for the reading journal that my client sells.

A scenic view of a lake with a forested background and a wooden deck in the foreground. The text is overlaid on the image.

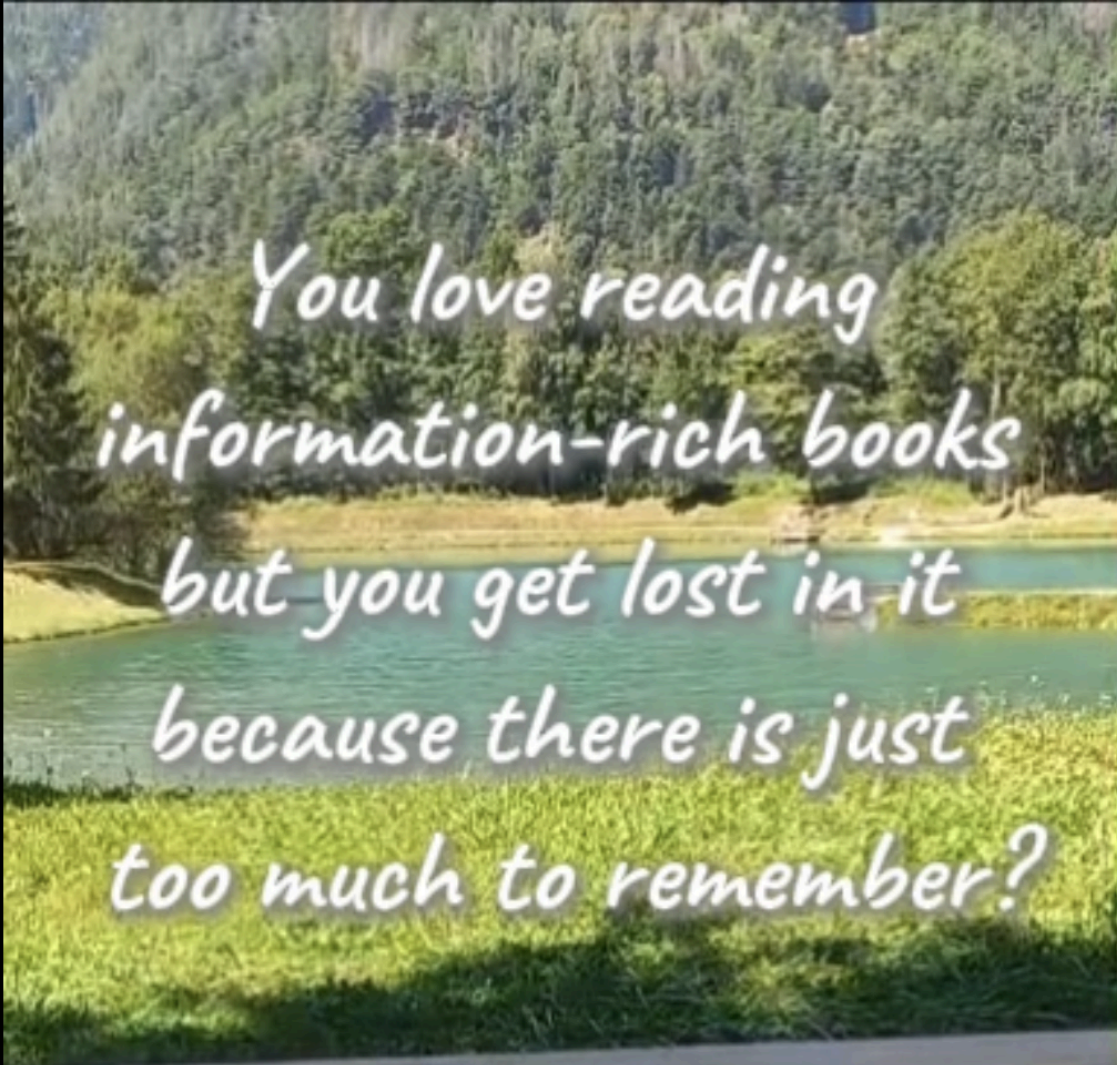
*You love reading
information-rich books
but you get lost in it
because there is just
too much to remember?*



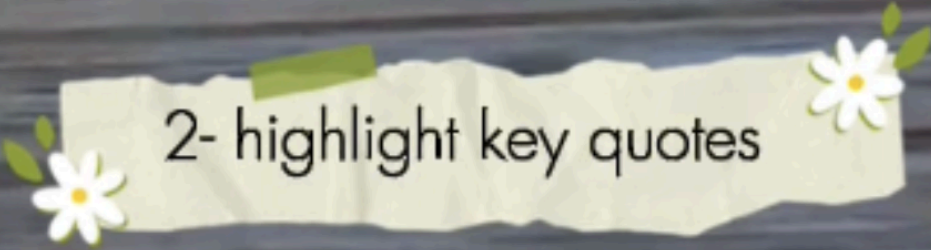
*You love reading
information-rich books
but you get lost in it
because there is just
too much to remember?*



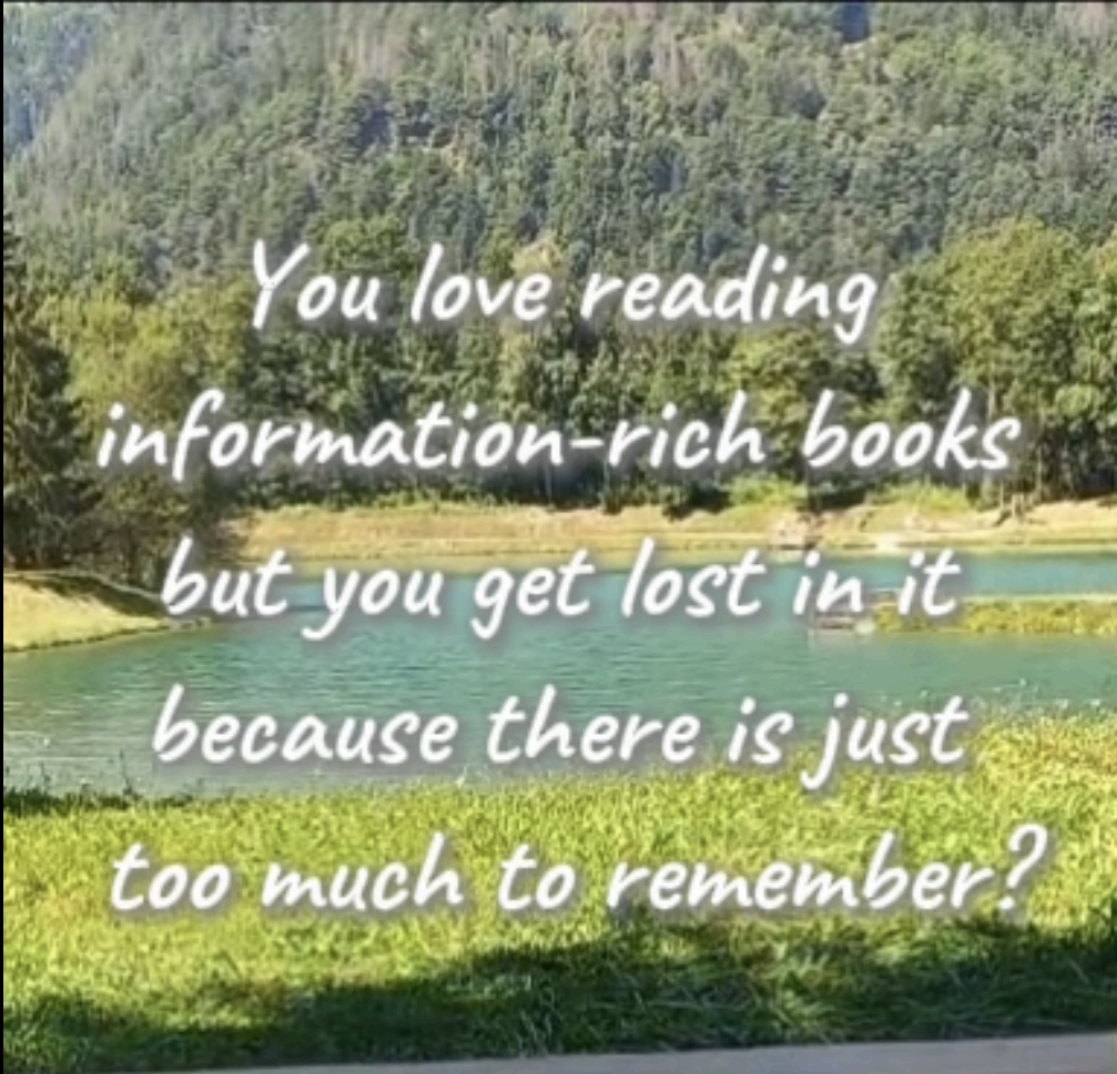
1- summarize each chapter



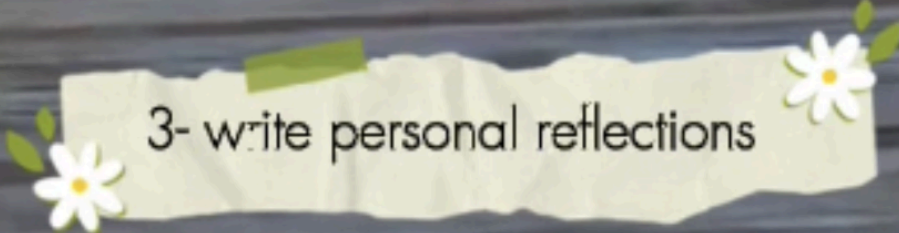
*You love reading
information-rich books
but you get lost in it
because there is just
too much to remember?*



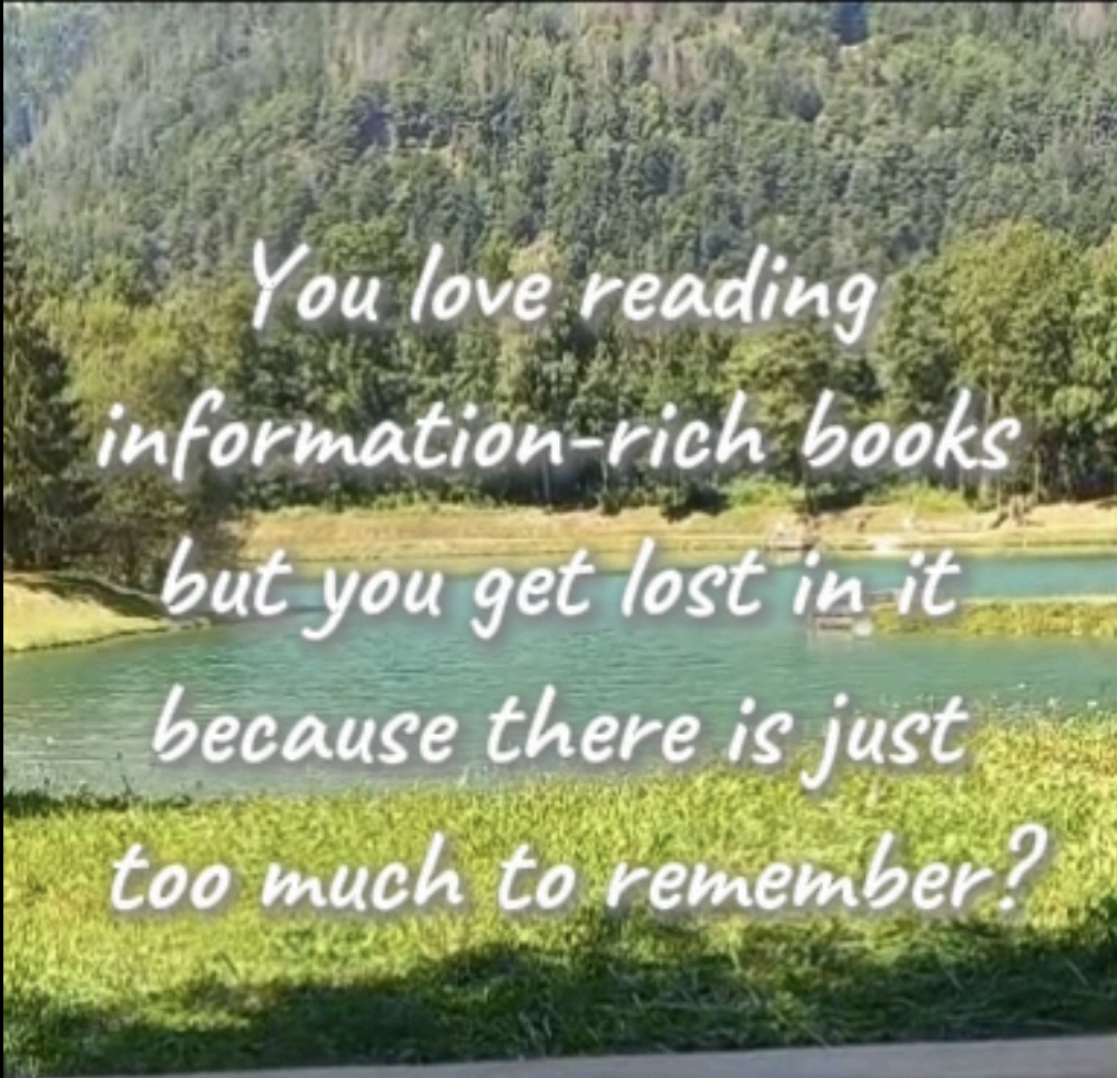
2- highlight key quotes



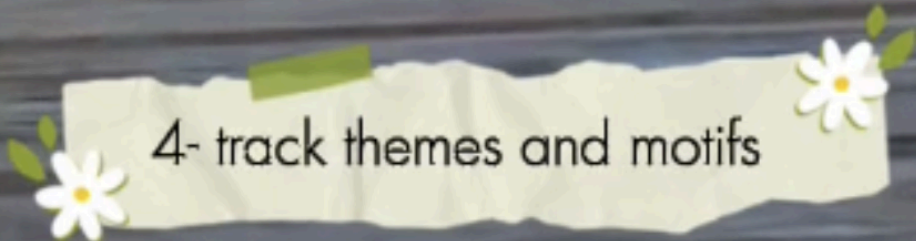
*You love reading
information-rich books
but you get lost in it
because there is just
too much to remember?*



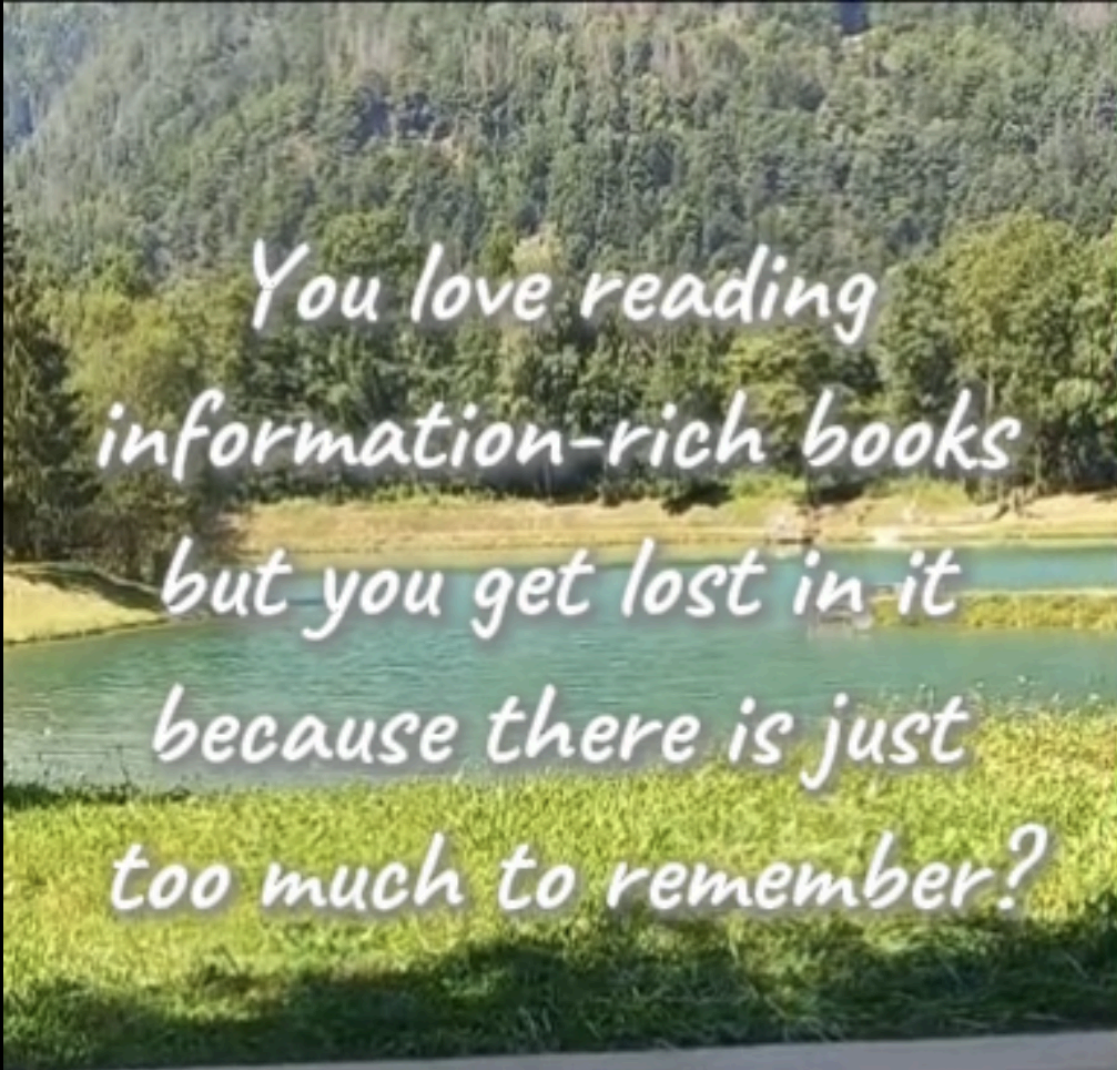
3- write personal reflections



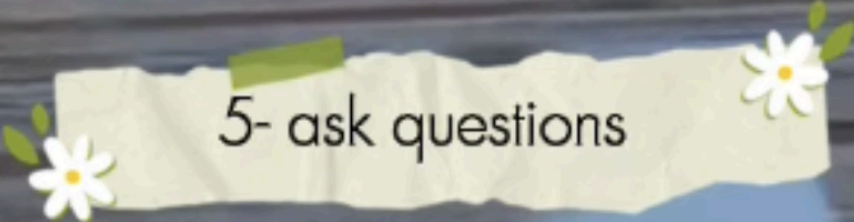
*You love reading
information-rich books
but you get lost in it
because there is just
too much to remember?*



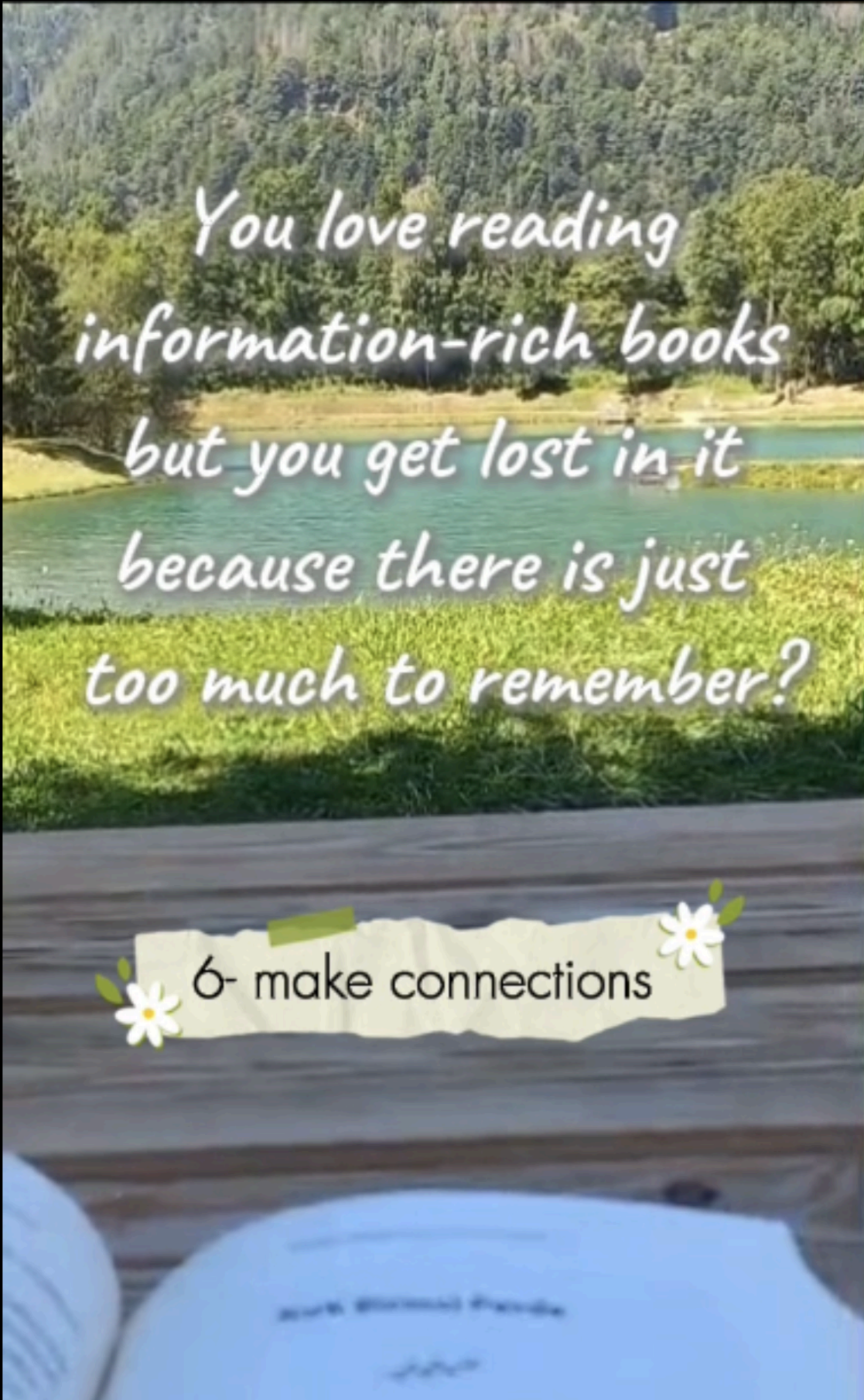
4- track themes and motifs



*You love reading
information-rich books
but you get lost in it
because there is just
too much to remember?*

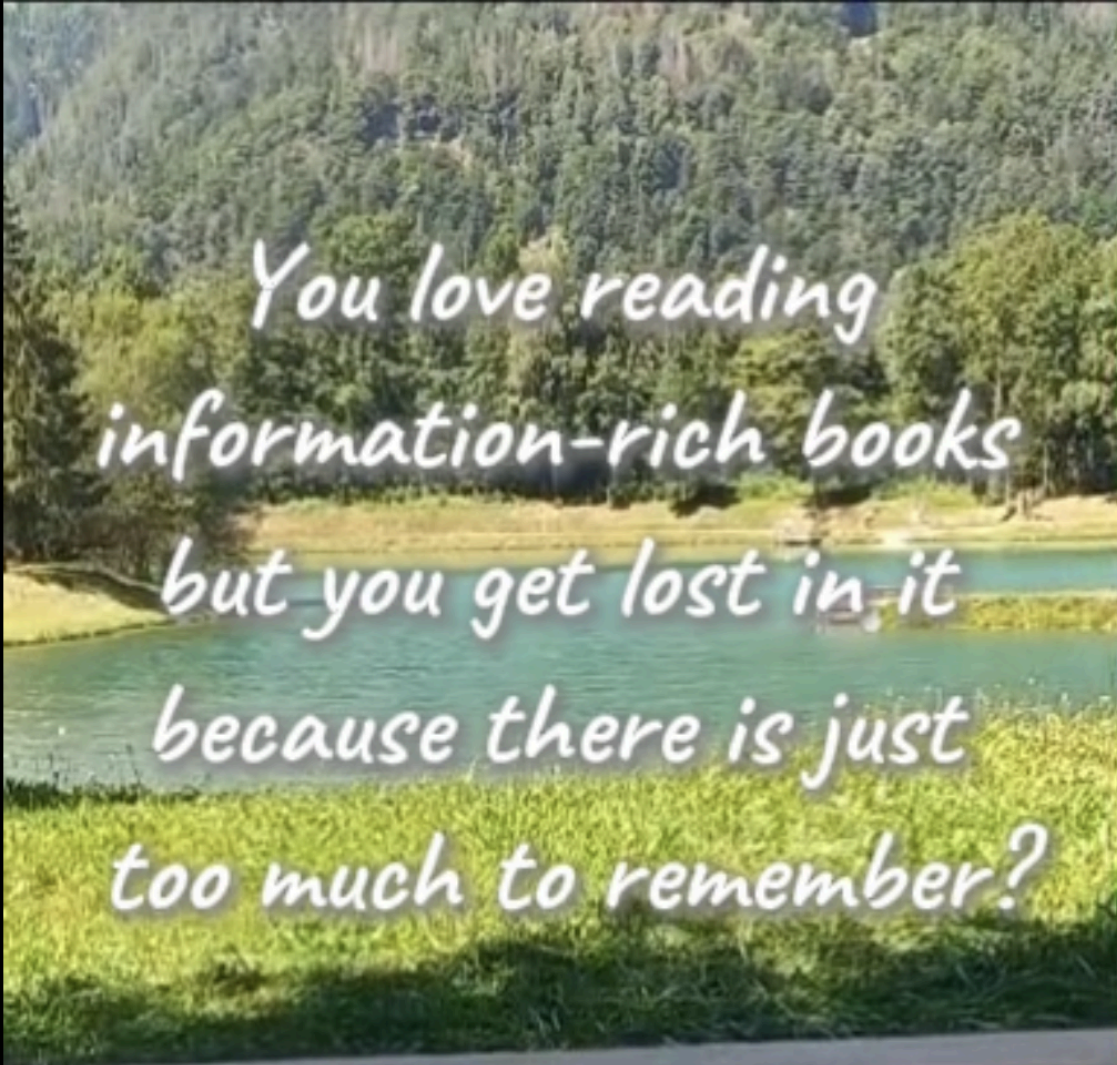


5- ask questions

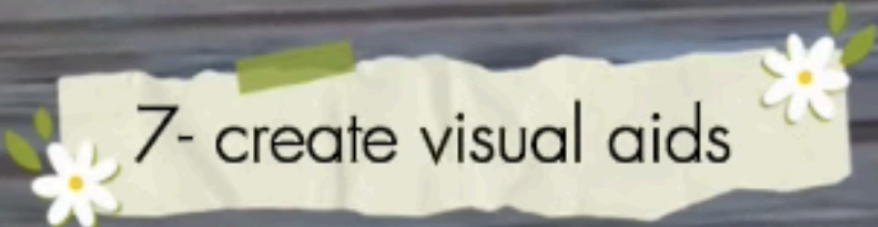


*You love reading
information-rich books
but you get lost in it
because there is just
too much to remember?*

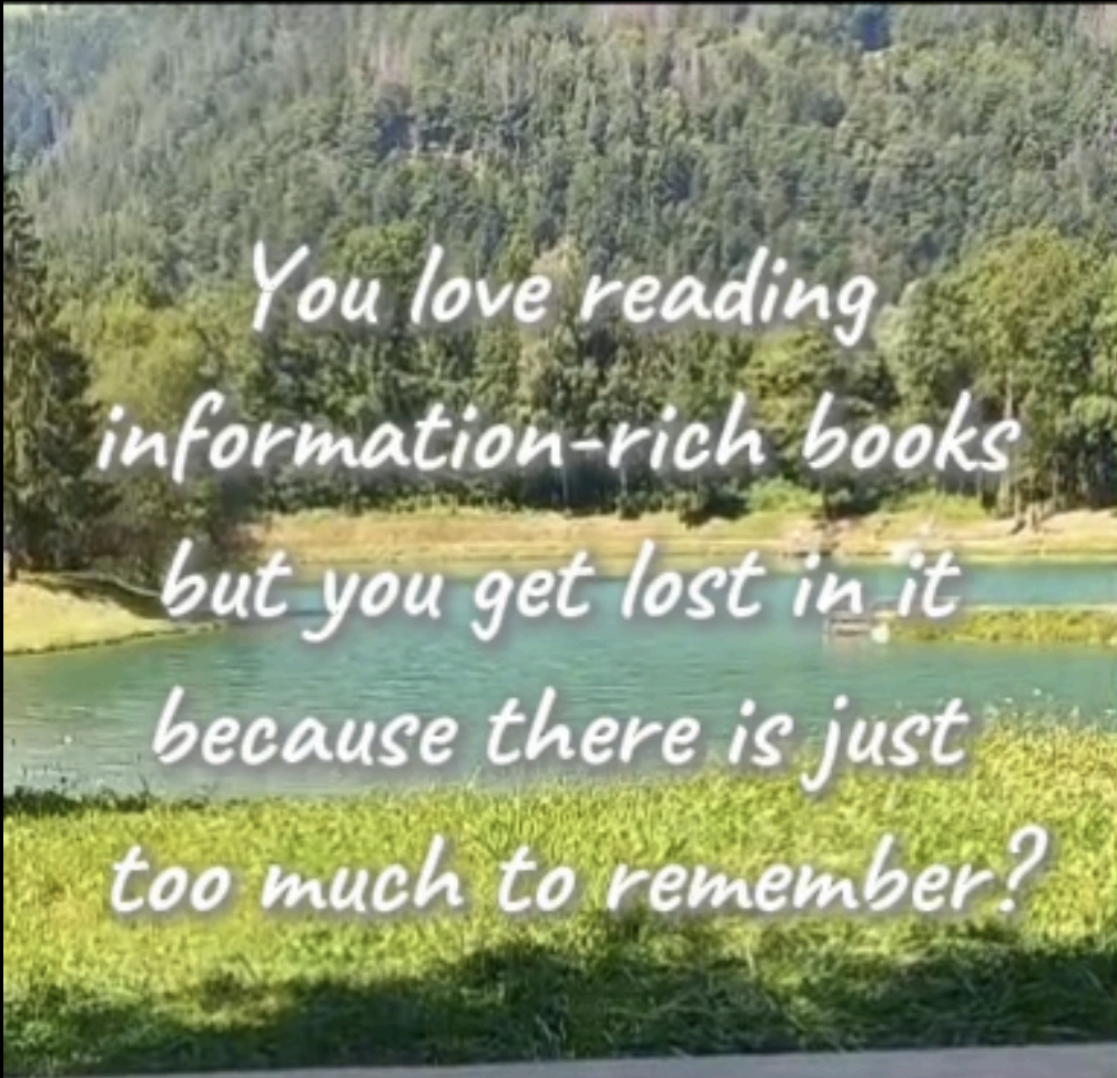
6- make connections



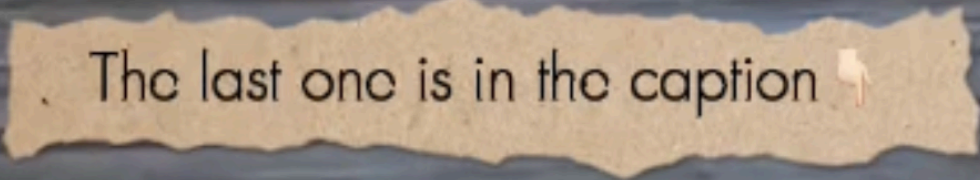
*You love reading
information-rich books
but you get lost in it
because there is just
too much to remember?*



7- create visual aids



*You love reading
information-rich books
but you get lost in it
because there is just
too much to remember?*



The last one is in the caption 📖

The caption:

The last one is the most important one, it makes all the difference !

8th:

Set Reading Goals: Setting up a reading plan and goals can really make a difference in how much you get out of your reading.

When you decide what you want to read and set some targets, it keeps you focused and makes your reading time feel more purposeful.

Plus, it's great for motivation—seeing your progress and hitting those goals feels rewarding!

And a reading journal?

It's like having a little buddy to help you keep track of everything.

You can jot down your thoughts, capture favorite quotes, and reflect on what you've read. It's a wonderful way to see how your reading journey unfolds and helps you stay connected to what you're learning and enjoying.

Go to my page and see how mine is set up !

How to get access to my Done For You, carefully designed reading journal ?

The digital one is available in my Etsy shop

And both The physical/digital one available in my Amazon shop

Both of them are linked in the bio!