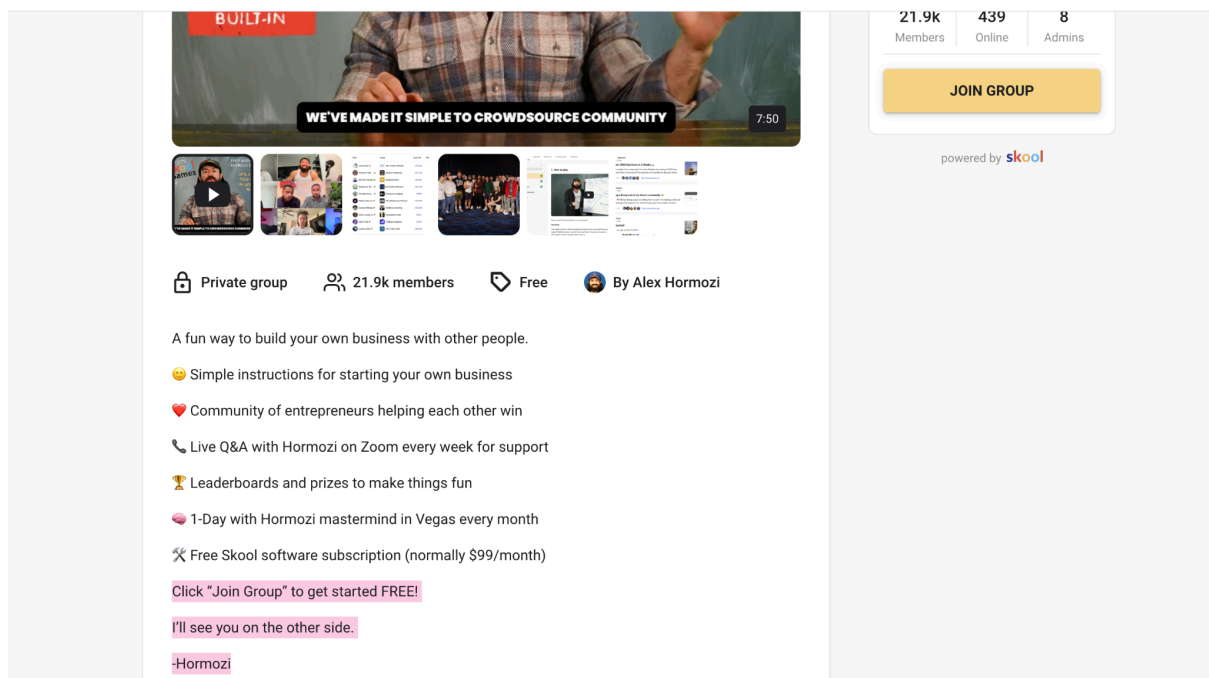


# CREATE YOUR OWN OUTLINE AND DRAFT MISSION:

LAWRENCE | OZIDOZER

- TAKE A PIECE OF THE FUNNEL YOU MAPPED OUT YESTERDAY. GO THROUGH THE WINNERS WRITING PROCESS. CREATE YOUR OWN DRAFT ON WHAT YOU SEE



LANDING PAGE SECTION.

## WINNER'S WRITING PROCESS DRAFT

- **WHAT IS THE BUSINESS OBJECTIVE I WANT TO ACHIEVE?** -GET PEOPLE TO SIGN UP FOR THE SKOOL GAMES FOR FREE.
- **WHO AM I TALKING TO?** - PEOPLE WHO WANT TO START A SIDE HUSTLE/ ASPIRING ENTREPRENEURS/ BUSINESS OWNERS
- **WHERE ARE THEY NOW?** - CURRENTLY IN THE LANDING PAGE AFTER CLICKING THE YOUTUBE SPONSORED AD. / DESIRE, BELIEF AND TRUST HAVE BEEN INCREASED PASS THE THRESHOLD AFTER WATCHING ALEX'S VIDEO. IT ALSO SHOWS SOCIAL PROOF FROM THE COMMUNITY IN SKOOL WITH PEOPLE WHO ALREADY FOUND RESULTS AFTER THE SKOOL GAMES.

- **WHAT DO I WANT THEM TO DO?** - THE GOAL OF THIS LANDING PAGE IS FOR PEOPLE TO SIGN UP FOR A FREE 14 DAY MEMBERSHIP WHERE THEY CAN EXPERIENCE SKOOL AND FOR PEOPLE TO WANT TO ACHIEVE MORE. THE CTA IS TO THEN GET THEM SIGNED UP WITH THEIR CREDIT CARD ON THE NEXT FUNNEL WHICH WILL ALLOW PEOPLE TO EITHER CANCEL OR CONTINUE THEIR MEMBERSHIP BY PAYING TO CONTINUE THE SKOOL GAME EXPERIENCE WITH THE COMMUNITY THEY HAVE STARTED.
- **WHAT DO THEY NEED TO SEE/ FEEL/ EXPERIENCE IN ORDER TO TAKE THE ACTION I WANT THEM TO, BASED ON WHERE THEY'RE STARTING?** - THE TARGET MARKET NEEDS TO EXPERIENCE THE SUPPORTIVENESS OF THE COMMUNITY IN THE SKOOL GAMES. ONCE THEY SEE RESULTS FOR THEMSELVES WITH WHATEVER THEY'RE LEARNING IN THE SKOOL GAMES , THEY THEN WOULD BE MORE INCLINED TO CONTINUE PAYMENT AFTER 14 DAYS.