

# WWP & Top Player Analysis - Gun Selling Business

Business objective: Convert gun show visitors into buying guns online via promotional brochures.

## WINNERS WRITING PROCESS

### 1. Who am I talking to?

- a. Demographics
  - i. People looking to make a gun purchase. Usually, 85% males 15% females from 18 - 65, regardless of ethnicity.
  - ii. Income level can range from low middle class to high middle class, \$36k to \$250k.
  - iii. Educational background from highschool to college graduate level. Careers from blue collar like construction to office jobs like corporate and engineering.
  - iv. Geographically in Ohio. Can be generalized to be the US Midwest.
- b. Looking for:
  - i. Conceal carry guns
  - ii. tactical/military-styled gun, because they look "badass"
  - iii. Guns to train with and protect themselves with

### 2. Where are they now?

- a. Walking around at the gun show
- b. A "newbie" who'd like to get into the "gun culture" and wants to buy a gun
- c. "Experienced" people walking around looking for their next new gun.
- d. Overwhelmed and confused from the 20 different gun sellers. They don't know who to buy from.
- e. While walking around, they're getting dopamine hits from all the different guns, knives, etc. that's being sold.
- f. They're not sure of what gun to buy for their needs.
- g. High price points are a roadblock for them in the buying decision process.
- h. Low price points seem to be a scam and fake.
- i. Level 3 awareness -> (they know the solution is buying a gun, but they don't know which gun seller to buy from)
- j. Stage 4 -> (other gun sellers have websites, must position my client's website as the better version)

- k. **Current state:** overwhelmed, confused, indecisive, hesitant to trust seller, questions about the guns and if they're the right fit for them, questioning the fact whether they should buy a gun right now at the show. They think it's a long process to pass a background check then pay for a gun. Zero transparency between gun seller and buyer. Beginners have a lot of self-consciousness of what they say, they don't want the sellers to act like snobs and have a bad reputation (sellers exhibit zero empathy).
- l. **Dream state:** Clear-visioned, decisive, easy to trust my client, little to zero questions about the guns, they know whether they want to buy a gun right now or online. Quick process time to get a gun. 100% transparency between seller and buyer, buyer warns and explains all gun laws applicable to them. Seller is empathetic of the buyer's situation and knowledge-base, seller comes off as extremely nice, informative and easy to talk to.
- m. **What are they currently doing to solve this problem?**
  - i. Sitting at home, not attending the gun show.
  - ii. Limiting belief that they need to drive a long time to go to a gun show to buy a gun.
  - iii. Walking around the gun show multiple times, taking a lot of time to choose what to buy.
  - iv. Bought a gun from a gun seller who has poor customer service.
  - v. Dealing with not having a gun to buy from a trustworthy and caring gun seller who sells online.
  - vi. Research gun laws, the seller has pamphlets that include federal government information on such gun laws.
- n. Level of desire 2
- o. Belief in idea 4
- p. Trust in company 1

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

- a. Look at the current selection from my client at the gun show.
- b. Take a promotional brochure as they walk to see other gun sellers.
- c. Read the brochure.
- d. Visit the website.
- e. Browse entire sellable collection.
- f. Buy gun

### 4. What do they need to think/feel/experience to do those things

- a. Look at the current selection from my client at the gun show.
  - i. Look at the different guns from pistols, rifles, and shotguns.
  - ii. Observe the different colors of the guns, some are eye-catching like the Alpine White Kriss Vector, seems to be a fan-favorite in terms of looks.
  - iii. Check price tags that are attached to each gun.
  - iv. Ask questions about the gun like the purpose of the gun and background.

- v. Hold the gun in their hands to see how it feels, look down the eye sights to how it looks to aim.
  - vi. Ask any more rising questions.
  - vii. Walk around to other tables where my client is selling. See promotional brochure near the edge of the table.
- b. Take a promotional brochure as they walk to see other gun sellers.
  - i. Open brochure while looking at guns from other sellers.
- c. Read the brochure.
  - i. See the small gun selection on the brochure.
  - ii. Read the text with CTAs to visit the site.
  - iii. Scan QR code to visit the website.
- d. Visit the website.
  - i. Check out the full gun selection after being redirected to the website.
  - ii. Click any category from pistols, lower receivers, rifles, used firearms, handguns, and shotguns.
  - iii. Scroll the category selection.
  - iv. Browse at other gun dealers to find any price matches.
  - v. Pick out the gun they'd like to buy and click add to cart.
  - vi. Create an account or proceed as a guest.
  - vii. Enter card details and shipping to the most convenient Federal Firearms Licensed Dealer for pick up.
  - viii. Click checkout. Money is processed, and my client gets paid.

## 5. Draft

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**Trust Us**  
with your next gun purchase!

**Only Got Cash?**  
Bargain for a discount and pay no additional fees!



**Have a gun to trade-in?**  
Ask us about your offer and we will see what we can do.

**Any Questions?**  
Just ask us! We will be happy to help you make your buying decision faster and easier.

**Visit our website:**  
EMARMORY.COM



**Follow our Instagram:**  
Instagram icon: @EM\_ARMORY



Comments:

<p><b>STAY PREPARED AHEAD OF UNCERTAIN TIMES</b></p>	<p><b>AT THE GUN SHOW TO LOOK AROUND?</b></p> <p>BUYING A GUN IS A BIG DECISION TO MAKE. SO WHEN YOU'VE MADE A DECISION, SHOP ONLINE FROM YOUR HOME!</p>  <p><b>EMARMORY.COM</b></p>	<p><b>CENTURY ARMS</b></p>  <p><b>CENTURY ARMS MICRO DRACO</b></p> <p>-7.62X39MM- COMES WITH 4 30RD MAGAZINES AND TAN BACKPACK</p> <p>ON SALE FOR: <b>\$980</b></p>
<p><b>KRISS®</b></p>  <p><b>KRISS VECTOR SDP ALPINE</b></p> <p>-9MM- COMES WITH 1 40RD MAGAZINE</p> <p>ON SALE FOR: <b>\$1,350</b></p>	<p><b>CANIK SUPERIOR FIREARMS</b></p>  <p><b>CANIK TTI COMBAT</b></p> <p>-9MM- BRONZE CERAKOTE AND COMES WITH 2 18RD MAGAZINES</p> <p>ON SALE FOR: <b>\$980</b></p>	<p><b>AMERICAN TACTICAL</b></p>  <p><b>AMERICAN TACTICAL ATI MILSPORT</b></p> <p>-.300 BLK- COMES WITH 1 30RD MAGAZINE</p> <p>ON SALE FOR: <b>\$500</b></p>
<p><b>Smith &amp; Wesson®</b></p>  <p><b>SMITH &amp; WESSON M&amp;P9 SHIELD</b></p> <p>-9MM- COMES WITH 1 40RD MAGAZINE</p> <p>ON SALE FOR: <b>\$540</b></p>	<p></p>  <p><b>CHARLES DALY 601 DPS TACTICAL</b></p> <p>-12 GAUGE- COMES SYNTHETIC GRIP AND MOBI CHOCK THREAD</p> <p>ON SALE FOR: <b>\$480</b></p>	<p><b>SHOP OUR WHOLE COLLECTION ONLINE FROM CONCEAL CARRY TO MILITARY-STYLED FIREARMS.</b></p> <p><b>CHECK OUT OUR INSTAGRAM TO SEE WHAT WE POST AND WHAT SHOW WE'LL BE AT NEXT TIME.</b></p>  <p><b>@EM_ARMORY</b></p>

Comments: