

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: IceTubs/Ice Bath company

Business Objective: Get more intention

Funnel: Facebook/paid ad

WINNER'S WRITING PROCESS

1. Who am I talking to? People in fitness, recovery, daily routine, and health

2. Where are they now? Scrolling on FB. They may feel lazy, and want more routine in their life.

Current levels:

- a) Desire: 3/10 - cold water therapy is a hard discipline that few people partake in. It's painful and demands will power. However, the fact they are sat down scrolling might make them feel unhealthy, and more willing to get healthy - physically and mentally.
- b) Belief: 5/10 - cold water therapy in recent years has become a cultural phenomenon, with the Wim Hof Method. It has proven effects which is spoken about in the world of business

- c) Trust: 2/10: The company doesn't seem well known compared with Lumi, for example. The only one people seem to know of. They also have 3 reviews on their facebook page, 2 of them are good.

Current state:

- a) Problem with sprained bones
- b) Wanting more structure in their day
- c) Suffers pain and swelling in the neck and other areas due to accident
- d) Suffers from anxiety

Dream state:

- a) Recovery of sore muscles and/or damaged bones
- b) Increase of energy and control on their day
- c) Physical recovery: rapid, with no more soreness
- d) Anxiety levels have diminished and I have full control on the day

3. What do I want them to do? TO stop scrolling and go to the sales page

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?

Stop scrolling and read ad:

- a) Clean picture of the product
- b) Green leaves in the corners of the screen contrasts with the cream colours - signifies health and clean air/life.
- c) The positioning of the leaves makes it feel like you're looking in on a hidden secret to healthy living.
- d) Color contrast is tasteful cream colours which match the oak of the ice bath. It also signifies high status
- e) Emphasis on a bit of kit (the cooler) that is unique to the product, helping it stay cool
- f) The metal implies high quality and durability
- g) There is a 4.5 star rating by trust pilot - the green stands out against the colour contrast
- h) BUY YOUR ICE BARREL, written in tasteful/'posh' font.
- i) Font is clean and smart. Signifies integrity

- j) A single price, £7,425 includes VAT, is simple and bold. Almost implies you're getting your money's worth as there is no 'haggle'.
- k) Description touches on: interior space, comfort, sophistication, and privacy
- l) Benefits of the ice barrel are ticked off with 6 ticks, as if to emphasize extensive health benefits.
- m) They upsell another option XL with fiberglass, making it sound more expensive than it is.
- n) The column on the right keeps going down: description, ice tub sizes (which keeps you contemplating), extended features on offer which gives the IceBath a 'top of the line' feel, and then payment page.
- o) 'Shipping included' in black and 'ready to ship within 6 week's' - makes it feel quick and painless and affordable.
- p) A brochure at the bottom is offered which gives it further credibility.

Click on link with the intention of buying

- a) 'Buy your ice barrel' [an instruction] with a long column that keeps you scrolling down for more information until you get to the 'ad to basket'
- b) 'Add to cart' is 1 step closer to payment. It isn't a definite decision, but makes it 1 step closer to sale.
- c) Discover the perfect cold therapy experience with our IceBarrel, ideal for those who prefer sitting upright. - translate: cold water therapy is uncomfortable. Emphasise that this product has been designed perfectly, making sure that it won't be any more uncomfortable than it needs to be
- d) Its cylindrical design offers a compact and comfortable fit, allowing for full-body immersion- translation - emphasis on interior space.
- e) The IceBarrel also provides a sense of seclusion, making each session both private and effective - translation: emphasize a feeling of being in nature and in a state of mental peace
- f) CTA - 'Buy your IceBarrel'

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