TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Mobile IV medics

Business Objective: Model Top player (The Cure IV)

Funnel: Landing page

https://www.thecureiv.com/ (TOP PLAYER)
https://mobileivmedics.com/ (BUSINESS to improve)

WINNER'S WRITING PROCESS

1. Who am I talking to?
   a. People with **hangovers**, vitamin/electrolyte deficiencies, fatigue
   b. **Travelers**, frequent flyers, drinkers
   c. People feeling "**sick**", cant eat, food poisoning, **dehydrated**
   d. Specific to area: ppl going to festivals, coachella, EDM, stagecoach

2. Where are they now?

a. In the search engine; Actively SEEKING relief
b. **Current levels:**
    i. Pain/desire: 6/10
        1. Desire quick relief
    ii. Belief: 7/10
        1. Perception that healthcare usually is beneficial and works. Everyone goes to the doctor at some point; most people take medication, tylenol etc and experience relief
    iii. Trust: 4/10
        1. (Social perception of nurses and healthcare workers is overall positive, but this type of service is new outside of a hospital setting.
c. **Current State:**
    i. (How would they describe the frustration and pain they have)
    ii. "Not feeling well… need service in comfort of own home"
    iii. Pain, **stomach distress**, stressed, sluggish, dehydrated
    iv. Vomiting, migraines, delirious
    v. "Working two jobs, not much time for self-care→ on vacation but feel too tired to enjoy it"
    vi. "Feeling like death"
    vii. "Drained, Exhausted"
    viii. "Extreme hangover and dehydration→ Need to be sober for work"
d. **Dream State:**
    i. (How do they describe the outcome they want)
    ii. Sober/Hangover relief, energized, hydrated, "feel good"
    iii. "Coming back Alive, healthy"
    iv. Recovered
    v. "Can hold food down"

QUESTION: Are the "Who am I talking to" and "Where are they now" questions overlapping in content? Meaning do they answer some of the same questions?

3. What do I want them to do?

a. Click/Book service

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?

(What elements of TOP Players page or marketing device are used that makes them want to click to book a service)

a. **Convenience**
   i. "WE COME TO YOU"
   ii. Work with YOUR schedule
b. **Swift service**
   i. "FAST RESPONSE TIME"
c. **PEAK PERFORMANCE**
   i. Demonstrate dream state: Important presentation, fit girl working out, at home rest while RN hangs IV
d. **Symptom relief**
   i. "TOO MUCH TO DRINK? IV COCKTAIL WILL DO THE TRICK!"
e. Trust
   i. Aesthetic; Color contrast (black/white) to major video/photos
   ii. Lists where service has been promoted (News outlets, magazines, TV programs)
   iii. Advertise that all nurses have minimum 5 years experience in IVs
f. Entire page is black and white and has a simple font, except for the **phone number,** photo/video tool, and the **book now** button.

DRAFT

Product idea for mobile services

App/web/scheduling tool that adjusts available time slots open based off current set appointments, where they are located, how long it would take to travel there, and to next appointment.

Someone sets appointment at 12
Takes 15 min to get there
Typical appointment takes 30 min (Also will adjust based off how many treatments individual has purchased, or how many people in the group are receiving treatment)

Next appointment slot wont be available til 1pm, if someone books it and the address is noted to be 45 min away, the system will automatically change the time and ask the customer if that time is okay. Continues on and repeats for remaining time slots in the day.

This prevents the overbooking problem, there fore providing timely and effective, attention-based care, leading to positive interactions and experiences, leading to recommendations and more business. HMMMMMM.