

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Car dealership

Business Objective: Get more customers

Funnel: Via F/B meta ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

People who seeking new cars
People who want good deals on cars

2. Where are they now?

Scrolling on FB
Current state
Looking for cars in various dealerships
Paying too much gas for their current vehicles
Not being able to find exact car and model they want
Unfriendly service

Dream state

Want to be able to save on gas as well enjoy the outdoors

Find a specific model and type of car

Friendly and loving customer service

3. What do I want them to do?

a) Stop scrolling and read the ad

b) Want them to click the ad and purchase a car

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?

a) Stop scrolling and read the ad

Bright colors

Big bold prices

Highlight current struggles

b) Want them to click the ad and purchase a car

Buy and customize your new car from home

No more gas problems

Offer dream state

It's Time To Command Your Own Journey Like Never Before with the

DRAFT

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Buy and customize your new car from home

Order your brand New hybrid Santa fe from the comfort of your home

No more gas problems

Offer dream state

It's Time To Command Your Own Journey Like Never Before with the

Hybrid buyer special- greener world

Review

"We had a great experience purchasing a car with the help of Mehrnoush. She was very knowledgeable and offered such great assistance throughout the process. She made our experience very pleasant, what a gem!" -Kyla Sherman