

WINNERS WRITING PROCESS

What specific business objective am I seeking to accomplish with this project? Why is it important?

- I want to attract the target audience and make them believe that “overthinking” is not the cause of the problem, they are lacking clarity.
- I want them to realise that they need some extra help in their struggle.
- I want to move the target audience from unaware to problem aware, then down the funnel to make them buy a Coaching Program to help them stop overthinking and gain clarity.

What part of their online presence funnel is needed to achieve that business goal?

- I want them to realise the actual problem, shifting them from unaware to problem aware.
- The next part is to move down the funnel to solution aware and then finally to product aware.

Who am I talking to?

- I am talking to 20-40 year old online entrepreneurs, especially christians who are lacking clarity and seeing results. They are blaming other things like overthinking, lack of confidence, Procrastination, Time management issues.

Where are they now Now:

- They are problem unaware, they don't know what exactly their problem is and what's stopping them.
- Physical state: Spending long hours in front of the computer, trying to do things but not seeing any results.
- Mental State: They are constantly overthinking, trying to find the actual problem but despite their efforts they end up wasting their time and effort.
- Emotional State: Overwhelmed, Frustrated, Ignoring Family and friends to save time. They are feeling embarrassed for spending too much time on distractions and not being productive.

Challenges:

Where do I want them to go?

- I want them to recognize their actual problem is lack of clarity.
- I want them to be more productive and use their time effectively.
- I want them to watch a free value regarding their problem that would help them to recognize the problem and find the solution.

What are the steps I need to take to get them from where they are to where I want them to go?

- I want them to watch the complete Video and Follow the CTA

- Through CTA they will be redirected towards a YouTube channel with a detailed explanation of their problem and the possible solutions.

How will I get their attention?

- I will create some engaging Instagram reels that will focus on their pains, what they want in their life and the personal problems they are experiencing due to lack of clarity. For this I will use strong hooks.

How will I increase specific levels?

- I will encourage them to ask questions and share what problems they are facing to add a personal touch.
- I will share content that will educate them about their problem, the solution.
- I will show them the results they will experience after buying the Coaching Program.

How will I bring down perceived cost and threshold?

- I will direct them to my YouTube channel for free, valuable content that will educate them about their problem.
- I will show Testimonials, Case Studies and build trust and authority.
- I will offer them a free consultation call to hop on and discuss the actual problem.

Goal: Direct them towards the Youtube video explaining in detail about their problem.

Reel 6: Lack of Patience

Hook: Why does it feel like you're giving everything, but still not making any progress?

You're showing up every day, putting in the work, doing everything you can.

But somehow, it feels like things just aren't moving as fast as you hoped.

[Clip: A person typing intensely on a laptop, checking for results anxiously.]

I used to feel the same way...

I remember working so hard on my goals, and it felt like nothing was happening. I'd get frustrated, wondering if I was doing something wrong or if it was ever going to pay off...

[Clip: A person slamming their laptop shut in frustration.]

I used to think everyone was winning except me.

I almost lost hope of seeing results due to slow progress...

But then I learned something important...

I stopped comparing myself with others.

It's not just about working harder or even being more patient.

It's about getting crystal clear on your journey and understanding that progress doesn't always show up the way you expect...

[Clip: A person watering a small plant, realizing growth takes time.]

When you know where you're going and why, every small step, every little win, starts to make sense.

Patience becomes easier when you understand that every part of the journey matters, even the slow parts.

Success isn't about quick wins...

It's like planting a tree.

You have to keep watering your dreams, and one day, you'll see them blossom...

[Clip: Time-lapse of a tree growing from a sapling to full bloom.]

If you're tired of feeling like you're stuck in the same spot, maybe it's time to get clear...

I've been through the same path you are going...

And I've helped others find their path too.

[Clip: Red pointing finger 📌 towards the camera.]

Now it's your turn to be more clear toward your goal and achieve it.

Comment "**Patience**" below, and I'll share the simple system that helped me stay patient and focused, even when things were moving slow.

Caption:

Do you feel like you're working hard but not seeing results?

I know the feeling... I used to think I was doing something wrong.

It's not about working harder. It's about understanding your journey and seeing the value in every step.

I've created a system that helped me find clarity and stay focused.

If you're ready to stop feeling stuck and start enjoying the process, comment "**Patience**" below, and I'll share it with you.

Reel 7: Lack of Discipline

Hook: Why don't you stick to a plan, even though you know it will bring results?

You make a plan, set a goal, and you're sure this time you'll stick with it.

After a week before you realize it, you're off track again.

[Clip: A person hitting the snooze button on an alarm and turning over in bed.]

It's easy to hit snooze, to push things off until tomorrow...

But what if every time you did, you were pushing your dreams further away?

I've struggled with this too.

I'd start strong, but keeping it up?

That was the hard part...

[Clip: A calendar with several missed days.]

I used to think I just needed more discipline, more willpower...

But the truth was "I was completely wrong."

Discipline isn't about forcing yourself to do something you hate every day.

It's about understanding why you're doing it in the first place.

When you're clear on your "**why**"...

Sticking to your plan becomes less of a burden.

And more of a commitment to something that really matters to you.

[Clip: A person checking off daily habits, feeling accomplished.]

You don't have to push yourself so hard because your "**why**" keeps you going.

If you're frustrated by feeling like you're always starting over...

It's time to get clear on your "why."

I used to feel the same as you...

Until I found a way to stay consistent.

You can do the same.

Comment “**clear**” below, and I’ll share the system that helped me stay disciplined, even when I lost all hope.

Caption:

Do you struggle to stick with your plans, even when you really want to do something?

I used to think I needed more willpower too...

But I learned something better.

It’s not about discipline, It’s about knowing why your goals matter.

I’ve created a system that helped me stay on track,

And I want to share the exact same process with you.

If you’re ready to break the overwhelming cycle and make real progress, comment “**clear**” below, and I’ll send you the guide.

Reel 8: Lack of Support

Hook: Why do you keep telling yourself, “You don’t need help,” even though you are clearly struggling?

You’re carrying all the weight on your shoulders...

Giving everyone your best, but it feels like no one truly understands what you’re going through.

[Clip: A person looking stressed while working late at night, surrounded by papers.]

Then, you start to feel invisible...

Like your needs don’t matter.

You’re left wondering how much longer you can keep going like this.

I’ve been in that place, where it feels like you’re carrying the weight of the world alone.

[Clip: A person sitting alone on a bench, looking distant.]

I used to think if only I had more people supporting me, things would be different.

But here's what I realized...

It's not just about having more people around you.

It's about being clear on what kind of people you actually need.

Sometimes you can't change the people around us.

[Clip: A group of people around a table, with one person looking disappointed.]

Here's the thing,
When you know what kind of support you're looking for...

Then it becomes easier to find the right people to lean on.

You stop feeling so alone because you know who and what to ask for.

[Clip: A person sharing their thoughts with a friend, finally feeling understood.]

People start to notice your struggle...

Slowly, you find yourself surrounded by those who genuinely care about you.

If you're tired of feeling like you're on your journey alone, it's time to get clear on what kind of people you need...

This was the exact same problem I was facing.

You can do the same.

Comment "**Clarity**" below, and I'll share the system that helped me find the right kind of support.

Caption:

Do you feel like no one really understands you?

I know,

how lonely that can be, I've felt it too.

It's not about having more people around you. It's about knowing what you need and asking for it. It's about being with the right ones.

I've created a system to help you find that clarity and build the support you deserve.

If you're ready to stop feeling alone and start getting the help you need, comment "**clarity**" below, and I'll send you the guide.

Reel 9: Procrastination

Hook: Why do you keep putting things off, even when you know they're very important?

You've got goals, things you want to achieve but somehow...

You always end up pushing them to tomorrow.

[Clip: A person looking at a to-do list, then setting it aside.]

The list gets longer, the stress builds up, and you start feeling like you're stuck in quicksand...

It's like working hard but never really getting ahead.

Back in the day, I used to tell myself I'd start tomorrow, but that tomorrow never came, and I kept pushing it further and further away.

[Clip: A clock ticking loudly in the background.]

But here's the thing I learned...

Procrastination isn't just about being lazy or lacking motivation.

It's about not being clear on what really matters.

When you're clear on your priorities and know why they matter, it's easier to take action.

[Clip: A person ticking off tasks, feeling productive.]

You're motivated because you know that every task is bringing you closer to what you really want.

If you're tired of putting things off and want to start making progress, it's time to get clear on your priorities.

I used to struggle with this, but I found a way through it...

I will tell you the exact same thing I've done to stop procrastinating.

Comment "**effort**" below, and I'll share the system that helped me beat procrastination and stay on track.

Caption:

Do you find yourself putting things off, even when they're important?

I used to do that too.

But I discovered it wasn't about being lazy.

It was about not having clarity on what truly mattered.

I've created a system that helped me get clear on my priorities and start taking action.

If you're ready to stop procrastinating and start making progress, comment "**effort**" below, and I'll send you the guide.