

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Fitness Market

Business Objective: Convert that attention to money

Type of the funnel: Search

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Active (high intent) customers
 - i. More male customers than female
 - ii. Especially teenagers and adults
 - iii. Mostly Middle-class and Wealthy people
- b. Location
 - i. USA customers only
- c. They want to buy dumbbells

2. Where are they now?

- a. Sales Page
- b. Current levels

- i. Desire - 8/10 Because they're active (high intent) customers
 - ii. Belief in the idea - 10/10 The solution is already known
 - iii. Trust in company - 10/10 Walmart is already a well-known company
- c. Current state
 - i. Weak
 - ii. Skinny
 - iii. Unhealthy
 - iv. 12 pound weights are hard to find
 - v. Smell bothers
 - vi. very beat up and have marks
 - vii. look used
 - viii. greasy residue
 - ix. has some black stains
- d. Dream state
 - i. Strong
 - ii. Big
 - iii. Healthy
 - iv. the cheapest
 - v. perfectly priced
 - vi. No damage
 - vii. professional quality
 - viii. gym quality dumbbell
 - ix. grip is smooth but non slip
 - x. No gloves needed
 - xi. very durable
 - xii. Only suggestion is white paint to outline the labeled weight

3. What do I want them to do?

- a. Click on "Add to cart" button with intention to buy the product

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. Click on "Add to cart" button with intention to buy the product
 - i. Clear photos of the product with a good lighting
 - ii. Cap Barbell, 5lb Coated Rubber Hex Dumbbell, Pair
 - 1. Clear, brief and concise description
 - iii. (4.7x star) 4,388 reviews
 - 1. High amount of reviews and high rating
 - iv. Free holiday returns until Jan 31
 - 1. Returning option to give customers ability to try the product
 - v. \$13.49
 - 1. Medium price

- vi. Shipping - Arrives at Oct 5
 - 1. Fast (enough) shipping
- vii. Age Group - Adult, Senior, Teen
 - 1. Making suitable for any age group to increase variety of customers

DRAFT

Rough outline draft

- viii. Clear photos of the product with a good lighting
- ix. Cap Barbell, 5lb Coated Rubber Hex Dumbbell, Pair
 - 1. Clear, brief and concise description
- x. (4.7x star) 4,388 reviews
 - 1. High amount of reviews and high rating
- xi. Free holiday returns until Jan 31
 - 1. Returning option to give customers ability to try the product
- xii. \$13.49
 - 1. Medium price
- xiii. **5lb Pair - \$13.49 ; ; 15lb Pair (save \$10.99) - \$29.48**
 - 1. **Visual price discounts to increase desire**
- xiv. Shipping - Arrives at Oct 5
 - 1. Fast (enough) shipping
- xv. **Pickup - Available**
Delivery - Available
 - 1. **In order to reduce customer's effort and increase desire**
- xvi. Age Group - Adult, Senior, Teen
 - 1. Making suitable for any age group to increase variety of customers



CAP
5LB RUBBER COATED
DUMBBELL
PAIR



CAP
DUMBBELL
FEATURES



CAP
DIMENSIONS
INCHES



CAP
2
View all



At a glance

Brand CAP
Material Rubber Hex
Weight 10 lb

Age group Adult, Senior, Teen
Pieces 2
Condition New



Reviewers highlighted: price, grip, feel

Best seller

Visit the CAP Store

CAP Barbell, 5lb Coated Rubber Hex Dumbbell, Pair

★★★★☆ (4.7) 4,388 reviews

Extended holiday returns [Details](#) Sold by Walmart
Free Holiday returns until Jan 31

\$13.49

Price when purchased online

Add to cart

Actual Color: 5lb Pair

5lb Pair
\$13.49

8lb Pair (save \$2.59)
\$18.99

10lb Pair (save \$3.99)
\$22.99

12lb Pair (save \$7.39)
\$24.99

15lb Pair (save \$10.99)
\$29.48

[View all 13](#)

How do you want your item?

☐ I want shipping & delivery savings with [Walmart+](#)
You get 30 days free! Choose a plan at checkout.



Shipping
Arrives Oct 5
Order within 10 hr 1 min



Pickup
Available



Delivery
Available