

## Winners Writing Process

1. Business Objective: Make business owners read this website and book a free discovery call
2. Who am I talking to?
  - a. Men business owners who want to have the best brand in their industry and outcompete the competitors
3. Where are they now?
  - a. Current State
    - i. Despite spending heavily on ads, Ryan sees little to no return on investment.
    - ii. He's had a negative experience with previous agencies, leading to wasted money and frustration.
    - iii. He feels overwhelmed by the amount of work and strategies needed to improve his business and marketing efforts.
    - iv. Ryan is concerned about the quality and effectiveness of content, struggling with its impact on conversions.
    - v. "I'm blowing my money driving impressions without driving results."
    - vi. "In four months of paying \$297 per month, we got ZERO leads."
    - vii. "I'm spending so much time in my business, I don't have time to spend with the people I love."
  - b. Dream State
    - i. Their business would be generating 1,500 high-quality leads monthly, with 400 of those converting into loyal customers.
    - ii. He would have a strategic partner who provides consistent, reliable support, reducing stress and freeing up his time.
    - iii. They would have a unified digital marketing strategy that enhances their brand, increases traffic, and boosts sales effectively.
    - iv. More time to focus on strategic growth and innovative ideas rather than day-to-day operational struggles.

- v. Increased revenue and a sense of achievement from overcoming previous challenges.
  - vi. "We wanted to strengthen our brand identity and get more exposure."
  - vii. "We saw tremendous growth in leads and traffic, which boosted our sales significantly."
  - viii. "The support and strategy from our partner were exceptional, making business management enjoyable again."
- c. Market Awareness
- i. Level 3->product aware
- d. Market sophistication
- i. Level 5->Use the Identity, Experience and Niche down play (in the niche down we can say that we only want serious people)
- e. Desire Levels
- i. Desire: 5 (needs to be at 8)
  - ii. Certainty: 3 (needs to be at 7)
  - iii. Trust: 1 (needs to be at 6)
- f. Costs
- i. Price
  - ii. Time to go to the call
  - iii. The effort/time they need to provide the info we need to work
- g. Objections they might have before taking the desired action:
- i. "I've been burned by agencies before, why should I trust this one?"
    - 1. **Solution:** "We provide transparent and data-driven results."
  - ii. "What if the results don't meet my expectations?"
    - 1. **Solution:** "Our approach includes regular performance reviews and adjustments to ensure we meet your specific goals and expectations."
  - iii. "Is this solution within my budget?"
    - 1. **Solution:** "We offer flexible pricing options to make sure it fits your budget."

iv. "How will I know if the strategies are actually working?"

1. **Solution:** "We provide detailed reports and analytics, along with regular updates to keep you informed about your progress and results."

4. Where do I want them to go?

- a. Stay on the page as soon as they arrive
- b. VSL updated in loom (will have movement)
- c. Boost Authority
- d. Show benefits of working with us
- e. Show the services we provide
- f. Show how we work (our values)
- g. Social proof + Testimonials
- h. Action
- i. FAQ (objections handling)
- j. Action + show the benefits they'll get

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

- a. Stay on the page as soon as they arrive
  - i. Direct benefit headline that relates to their identity (Being the best brand in the industry/outsmarting the competition)
  - ii. Below the headline, write a simple line showing some benefits (the reader's desires)
  - iii. Say that our agency works for business of all sizes.
- b. VSL updated in loom (will have movement)
  - i. Simply use a VSL with a button and a text above saying the reader to click to listen
- c. Boost Authority
  - i. Logos of businesses we worked for or say that we learned our skills with multi-millionaires in each field that already generated billions in their projects

- d. Show benefits of working with us
  - i. Launch products fast
  - ii. Much more output for the brand's growth
  - iii. Have more than 20 services available for them on demand
  - iv. Will work with experts in their field
  - v. They will have Extra hours in their week
  - vi. They will save hundreds of thousands on fees with other agencies
- e. Show the services we provide
  - i. Say the general things needed for a good project (strategy, development...)
    - 1. Then, inside each of these things, we put the services we provide
- f. Show how we work (our values)
  - i. Simply say that we're experts, we use the best and proven strategies, we are fast, we are driven
- g. Social proof + Testimonials
  - i. Add social proofs with percentages of growth for our clients
  - ii. Add testimonials
- h. Action
  - i. Action button—relate to their big desire used in the headline
- i. FAQ (objections handling)
- j. Action + show the benefits they'll get
  - i. Again, show in bullet points the benefits we talked about above in a way that boosts their desire
  - ii. Action button—here, we say something that boosts FOMO, like: Partner with us - before your competitor does

Draft:

**Headline:***(this title isn't be part of the copy)*

**AI-Powered Lead Generation. 10x Faster ROI.**

Get 30+ qualified leads each month and transform your brand into an industry leader in 1 year, not 10.

More traffic, high-quality leads, and market dominance—all without the stress.

Our guarantee? 100k organic views and 30-50 qualified leads in 4 weeks, or we pay you \$500.

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**VSL Part:***(this title isn't be part of the copy)*

**Watch this to see how we'll transform your brand into a lead-generation machine:**

(VSL)

**Book Your Free Consultation (buttton)**

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**PAS Part:**

**We get it...**

You're busy running your business, and you rarely have time to learn about marketing...

You want to boost brand awareness, increase leads, and skyrocket your sales... but it's tough to find the time or know where to start.

So, what are your options?

1. Do it yourself:

Yes, you could try, but the reality is that marketing is a full-time job.

Do you really have hours to master every trend and strategy?

And if you're stuck doing this, who's running your business?

2. Hire a staff member:

You could bring someone on board, but finding the right fit can be a costly game of trial and error.

Even then, relying on one person means you're just one sick day away from stalling your growth.

3. Hire a marketing agency:

Seems like the best move... Until they start treating you like just another client on their list.

No custom solutions, no real growth, just the bare minimum to keep your payments rolling in.

### **The New Solution: No Wasted Time, Only Results**

Meet ACA Skull Squad...

Your brand deserves more than cookie-cutter solutions!

That's why we deliver hands-on, tailor-made strategies to accelerate your growth—without wasting your time or money.

Plus, with our guarantee, you're protected.

You get 100k organic views and 30-50 quality leads in 4 weeks, or we pay you \$500.

### **Now, here's what you'll get when you work with us:**

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#### **Benefits:***(this title isn't part of the copy)*

- **1-3**
- **Months to Results**
  - See your brand gain traction and credibility within just 4 weeks. Say goodbye to trial and error.
- **\$100k**
- **Annual Savings**
  - Save \$100k annually while boosting ROI with cost-effective strategies.
- **30+**
- **On-Demand Services:**

- Access 30+ solutions, tailored for when your brand needs them most.
  - **3**
  - **Dedicated Experts:**
    - Work with 3 Skull Squad specialists who are in your corner every step of the way.
  - **2**
  - **Hours/week**
    - All you need is 2 hours per week to work on your business, we handle the rest.
  - **1**
  - **Day to Start**
    - Your growth journey starts in less than a day. You'll be ready to launch projects quickly and efficiently.
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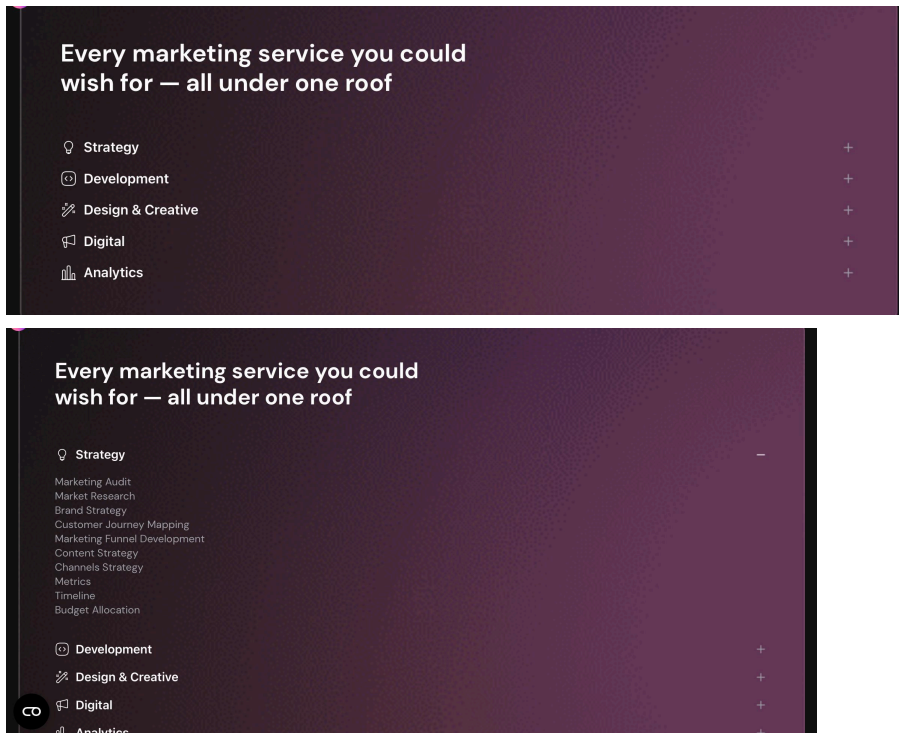
## **Everything you need to scale your business, all under one roof:**

- **Strategy:**
  - **In-depth Market Research**
  - **Brand Strategy**
  - **Customer Journey Mapping**
  - **Funnel Development**
  - **Metrics**
  - **Budget Allocation**
  - **Content Strategy**
  - **Social Media Strategy**
- **Development:**
  - **Top-tier Web and Mobile Development**
  - **AI Automation**
  - **Chatbots**
  - **Workflow Automation**
  - **Predictive Analytics**
  - **Customer Data Platforms**
- **Design & Creative:**
  - **Eye-catching Branding**

- **UX/UI Design**
- **Graphic Design**
- **Motion Design**
- **Video Production**
- **Infographics**
- **Digital Marketing:**
  - **Expert SEO**
  - **Social Media Management**
    - **Strategy**
    - **Content Scheduling**
    - **Community Management**
    - **Paid Social Campaigns**
  - **Content Creation**
    - **Social Media Content**
    - **Blog Writing**
    - **Email Marketing**
  - **Paid Search**
  - **PR & Media**
  - **Influencer Marketing**
  - **Ad Copy**
  - **Email Campaigns**
  - **Sales Pages**
  - **Landing Pages**
- **Analytics:**
  - **Comprehensive End-to-End Analytics**
  - **Web Analytics**
  - **Mobile App Analytics**
  - **Performance Tracking**

*In this part the only things that will appear are the main bullet points, the others will be hidden, and will be like this:*





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## **Bold Differentiated Approach:***(this title isn't part of the copy)*

### **Dominate Your Market with ACA Skull Squad's Tailored Strategies—No Fluff, Just Growth.**

1. **Tailored Squad of Experts:** Your personalized team, built around your business.
2. **Proven Growth Framework:** Data-driven strategies that boost your brand awareness.
3. **Strong Data Competency:** Advanced analytics to track every growth milestone.
4. **Industry Expertise:** Focused strategies tailored to your sector.
5. **Creative Talent:** Engaging content that captivates and converts.

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## **Call to Action:***(this title isn't part of the copy)*

**Let's Build Your Dream Brand Together.***(button)*

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## **Social Proof & Testimonials:** *(this won't be like that, we will add images)*

"We grew our impressions by 499% and new followers by 360% in just 7 days with ACA."

"ACA increased our video views by 864% and media views by 886%—incredible growth!"

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## **Eliminating Your Doubts, One by One.**

- **"I've been burned by agencies before. Why should I trust the ACA?"**

We know the pain. Our transparent, data-driven approach lets you see every result, with zero guesswork.

- **"What if the results don't meet my expectations?"**

If we don't meet your specific goals, we adjust until we do. And we guarantee it.

- **"Are these services within my budget?"**

Yes. Our flexible pricing adapts to your needs without compromising value.

- **"How will I know if the strategies are actually working?"**

We'll show you detailed reports, analytics, and regular updates so you can track your progress.

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## **Final CTA:** *(this title isn't part of the copy)*

**Take the lead and partner with ACA's Skull Squad today—before your competitor does.**

**Book Your Free Consultation (button)**