

Tab 1

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:**weight loss

**Business Objective:** get more attention

**Funnel:**internet search/paid ads

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## WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. People who are over weight

2. Where are they now?

- a. scrolling on facebook
- b. current level
  - i. body in a bad shape 6/10
  - ii. believe in the idea of the belt 8/10
- c. current state
  - i. always tired
  - ii. sweat fast

### 3.What do I want them to do?

- a.stop scrolling
- b.click on the link with the intention to buy the belt

### 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
  - i.discount
  - ii.demonstration of a good sell
- b.click on the ad with intention to buy the belt
  - i.weight is not good for your health but don't worry we are here
  - ii.get yourself a three in one belt at a discount rate of 70% while it still last

# DRAFT

Comfortable weight loss belt at discount 70% off

**MAGNETIC SAUNA SLIM BELT  
FOR WEIGHT LOSS AND FAT BURNER**



70% off  
discount



**SALE**

