
Business Type: ecommerce store

Business Objective: getting attention

Funnel: meta ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a) Mostly men 15-30 years old that live in pakistan
- b) These men may be interested to buy clothes that look good and luxurious that can elevate their social status, confidence or what people think about them when they see them
- c) Men who want to look more attractive to the opposite gender
- d) Men who are in need of new clothes etc

2. Where are they now?

- a) Scrolling in one of metas sites

- b) Current levels:

Pain\desire 4/10

They have have it in their mind but it's not acute right now, the clothes can help attract other people and give a higher sense of social status and people who need new clothes generally (low cost and good looking to increase this plus good photos)

Belief in the idea 9/10

99% of people know that clothes can increase your looks and attractiveness drastically

Trust in the site 1/10

It's a new unknown brand (good reviews and testimonials cheap prices and overall professional look can help with this)

3. What do I want them to do?

- a) Stop scrolling and watch the ad
- b) Click on the link that redirects to the site

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
 - 1- good music that can grab your attention
 - 2- good hook for attention grabbing
 - 3- colors that stand out from the rest of the website
- b) Engage and watch the entire ad
 - 1- add some motion because there brain dead and can't watch a video without motion
 - 2- the video is high quality and looks professional
 - 3- good opportunity to get something good at a low price
 - 4- the first shirt to be presented should be a bold color
- c) Click the link to the website
 - 1- the video gives them a sense of high social status (the video feels luxurious while still having a low price)
 - 2- put the price in the end of the video (low price)
 - 3- limited time deal

DRAFT