

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Taekwondo studio

Business Objective: Gain more
attention/customers

Funnel: Scrolling, see ad, click link, sign up

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Parents who seek an enjoyable sport for their children.
- b. Parents who want to give their children self confidence

2. Where are they now?

- a. Scrolling on facebook
- b. Current levels
 - i. Pain desire 3/10 they have this issue of lack of self confidence and boredom in the back of their mind, but it's not a big enough issue to stop scrolling

- ii. Belief in the idea of taekwondo self defense 5/10 they look to learn taekwondo because they believe this skill increases self confidence and discipline although not directly
 - iii. Trust in Master Shim's black belt academy 1/10 The skills they teach will not guarantee the dream state, never met the instructors/ counsolers
- c. Current state
 - 1. My child is undisciplined
 - a. My child has no respect for his peers or parents, and lacks discipline to listen to others
 - 2. My child has low self confidence
 - a. My child is too shy to make friends and lacks confidence in a public setting to engage with others
 - 3. My child is bored at home and needs daily enjoyable physical activity
- d. Dream state
 - i. Both my kids have learned about discipline and hard work while having fun
 - ii. I have seen her confidence just shoot through the roof since starting these classes
 - iii. Over time, my daughter has been steadily building her self-confidence while also enhancing her motor skills and self-defense abilities
 - iv. Great instructors friendly atmosphere

3.What do I want them to do?

- a. Stop scrolling
- b. Click on link with intention to sign up
- c. Sign up for trial
- d. Start a membership

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. Increase trust with counselors/ instructors as they are the ones that would provide the dream state

b.

DRAFT

Come have fun and discover self confidence, self defense, and self discipline at Black belt academy Leonardtown!