

Winner's Writing Process

Georgi Lavchev - financial consultant (to make him not just consultant, to become life solving influencer - gamechanger !!!)

<https://www.facebook.com/profile.php?id=61555409100304>

1. Who am I talking to?

- a. Potential clients :
 - People with lot of financial and other kind of problems who are most unawareness
 - From 18 until no limit ages
 - Men and woman 50/50 %
- b. Potential partners :
 - People from 25 until 45 max 50 years
 - No matter where are they from, they should just speak german on lvl B1
 - Man and woman 50/50 %

2. Where are they at now?

I. Potential clients :

- a. Staying with lot of problem in them life
 - Health care
 - Teeth care and problems
 - Life insurance
 - Working problems
 - Car problems
 - Laws problems - different kinds
 - Taxes problems
 - Financial problems
 - Need a plan for them finance
 - Or need plan for savings
 - Need how to fix their problems in their life
 - Estate problems
 - Problems with safety of them future
 - Problem with regeln in their job
 - A lot of problems that this guy can fix them life
 - Trying to solve their problem alone
- b. Current state !!!
 - 1. Scrolling social media
 - i. maybe with need and idea for financial assist
 - They need some kind of insurance
 - They need credit
 - Or they need other service

- ii .most without this idea just scrolling for dopamine
 - scrolling news
 - searching for different things in their life
 - looking for solving kind of problem
- iii. trying to solve the problems that they have alone
 - searching in google
 - searching in fb
 - speaking with friends
 - looking on some forums or groups in fb (this is answer where we can find them and research about them)
 - try other consultant but they dont help them really
- 2. Dealing with bad experience of solving their problems alone or specialist
 - Many not compatate colleges
 - Many aggressive and not know how to help really
 - Colleges that just want to make deal and is not care about them
 - People that not care about what is happened after the work, deal or insurance or etc stuff..
 - Not the right insuranse or solving accurate my problem - If you want somebody to help you solve your problems professional, just call me etc kind of action
 - Not useful service, just spent my money and time - How to not spent your time anymore on pointless service... How to not receiver pointless service - the right questions (To think about this way how to solve the real problems and question in themselves inside with the right content and answers of course)
 - "Nothing has change after it in my life" - "How to become real change in your life. Blg changes need big action"
- 3. Dealing with conflicts in their head "How to FIX my future" (important point for step to the audience and curiosity grab their attention).
 - face with much questions about different opportunities - "How to take ther right way and right opportunity"
 - "What kind of building plan i need?"
 - "How to go on my dream future ?
 - "What to do to go where i want in life and fix my future"
 - "How to prepare for the future" - (perfect for promp or fascination)
 - "How to have insure secured life? "

They want and looking for better future but they dont know how ? - "If you dont know how to make better future?"
- 4. "Dont know how to invest" - Dealing with this qeustion how to invest them money - "How to invest perspective your money" (Promp or fascination for content)
- 5. FEARS very important !!! :
 - How to not go old broke ? (different type of writing the question)
 - How to not land old without money in the bank
 - How to not work the whole life my job that i dont like it
 - How to stop working in my mid ages
 - To not land with health problems and without money
 - To live insecure

- To have laws problems
- To have bank financial problems
- About invest problems
- To not pay much cost when happened something
- To not pay extra for health or insurance
- To be not lied
- To be not fucked
- How to be sick and not secure
- Not to be sick and unhappy

6. Dream state ! :

- To have SECURE LIFE
- To have LIFE WITHOUT PROBLEMS or almost LIFE WITH SOLVE PROBLEMS
- To solve in long term their problems what have currently at the moment of meeting
- To HAVE SAFETY SECURE FUTURE
- To have financial stability
- TO HAVE LOT MONEY IN THE BANK
- Quite and calm life
- Their money to bring more money. Like to have working financial active
- To have financial plan about their future to be secured and calm
- To become old SECURED AND STABLE
- TO be safe if they have HEALTH PROBLEMS
- To not must think if something happened in the future and to live life in the future without stress
- If they have a LAW problem to can this problem solve at least alone with the assist of the right specialist
- TO have FULL SAFETY HEALTH also if something happen to not must pay extra the way is possible sure
- TO have beautiful SMILE.
- And TO be READY IF SOMETHING HAPPEND with their smile that they will not need to pay for it
- Also in the LIFE IF SOMETHING HAPPEND that is not planned To BE PREPARED AND not to not pay or pay at minimum is possible
- HAPPY OLD AGES with stability
- HAPPY TRAVELING OLD AGES
- To have a all family SECURED FUTURE
- TO not have extra STRESS

c. Level 3 Awareness

d. Stage 4 Sophistication

e. Level of Pain/Desire - Moderate, but most dormant. But its also dependent from the problem they have at this time and position where they are in the life.

f. Belief in idea

1. Consultant - problematic not so much, but probably they now that the specialist is competent but they don't have trust to the exact specialist.
2. Individual system - They try but they now is low and not have the right competence especially in Germany

g. Trust in the Financial service niche - Its on the middle and depend from the kind of service cause its a big specter of service. For some they have trust, for other not so much. Also they have bad experience and dont trust to the guy which offer this service before they convince that he is the guy. (with last sentence this is a important point to build the trust in him and show with occasions and content who is he exact...

2. Potential partners

a. Current state :

- they are liveing the life that they not like and thinking or wanting some change
- depressed and bored of stupid matrix job
- financial problems not enough money
- stay without progress
- Lazy without habits for working
- unmotivated for building their future
- not enough educated ot have kind of skills
- not enough clever and aware for the opportunities of the life and DVAG working as financial consultant
- Brokies

b. Dream state :

- want to have the life with enough money for all
- intresting life with things that happened nicely
- they want to have better standart
- social status to feel kind a important people - and they can receive it from this job
- financinal innocent
- free to go and make things that they cant do now
- want to show to other people that they are succes
- have just good quality of life

c. Fears :

- they are afraid of making changes in their life
- they are affrait of the new
- they are afraid of making real efforts
- afraid of meeting and build connection of new people
- afraid of fail
- afraid of that them family and friends will say them why you do it dont loose your time you will waste it
- they are afraid that they not believe in themselves enough
- they have fear that they are not good enough
- afraid of that will be financial free
- afraid to face with the pain of making changes and take efforts
- the whole thing is just something ganz neue fur sie

d. Awarness lvl 3

e. Sophistication lvl 4 or 5

f. lvl of pain/fear and desire : 80%

- g. believe in the idea pretty low around 30%
- h. believe in the team and company also pretty low like 25% max

3. What I want from them ?

- a. Potential clients
 - Stop live without building their future in the life - realise the idea of awareness for their personal life
 - Realise that they have a real problem
 - Take step to search assist and solve their problem
 - Consume content
 - Book a termin for consultation
 - Take action in their life to get something from the service
- b. Potential partners
 - stop scrolling and overthinking of idea for better oportunitie in their life
 - realise that here is the place that they can potentially become their dream state
 - Stop trying to stay brokie and stay in their brokie mind and fears
 - Click to speak with Manager for checking this opportunitie
 - Take action to go on a real meeting
 - Start learning and conquer the Finance Buisness consulting
 - Become get out of their comfort zone
 - after they see the opportunity to bring their friends and people who know to try this chance in their life

4. What do they need to experience/think/feel to do that ?

- I. Potential clients :
 - a. stop living day for day without future - start to think to improve their live with some opportunities
 - consume content that make them change their believes for there future and realise that should take some action to change something and it will be easy with Lavchev Team DVAG
 - See videos, pictures and text with content to boost them believ in the idea and believe in the Team
 - Show them the different tools and mechanism that will improve their life and build the future
 - Show them the possible dream desire state how can become in the time of 5y, 10y or the years that probably they want
 - show that they can live different life as now
 - give them just different opportunities and it will affect their thinking
 - make with curiosity and drama the conection with them

b. help them to realise that they have a few of potential problems now or in the future.

- And if they are seriously want for them good life they have to make something to do
- Show them variations of possibility situation that put them in a bad situation that they have think maybe that can happend but dont care so much or they have never think about it
- show them how seriously is their life and important the life that they want. And have to take care of themselves not to treat themselves not so serious
- show them opportunities of different ways to better life
- show them their fears and put it on main screen
- show them the dream state

c. Take step to search assist and solve their problem

- show them to stop think that they know better what they need and they can fix it better. Show them while of this they are in this situation or will be on potential bad situations on the future
- show them that they had not edjucataad yet but they can inform themselves with the team or the consultant. They have the exclusive chance to teach many new think and opportunities but they should take it seriously
- Make them think about their dream state of them or their kids
- Face them with the brutal reality for their current state and they potential dream state and put im in position that they have to take action and then help them motivate them, inspire them and make them to believe in themselves and the better variants of actual state and future state but theu have to take step and action of that
- Make them to be their friend who cares rally about them
- Show them again their fears and what can be happened if they not take action for something. And show them how easy it all with Lavchev Team DVAG
- Use the different variations and Modules from the Bootcamp of how to play with the audience in the copy make different strategies and combinate it. Demolish the objects in their had with the content
- Build the all elements of pain/desire, believe in the idea and trust in the company and bom close the process

d. consume content :

- Choose good logo
- Choose the right colors pass to the brand image and trust
- High quality pictures
- High quality of videos and pretty good strategie of the content and how hit them in which points
- Get them attention

e. book a termin :

- After all good CTA button and bom

- f. after the steps up must be played from the consultant the exact things to take action after they are frustrated...

2. Potential partners :

- a. stop scrolling and overthink of potential ways for better life
- show them potentially dream state
 - show them actually current state and continue the same way where will bring them in 10 years for example 5 times of all and inner depressed of the life and other improving stuffs
 - show them that they need to believe in their selves and someone will do it and will help them on the way of building
 - show them that is kind of not so impossible way, but also not easy and needs efforts
 - say the Professor best mechanism if you are not ready to change something this is not for you and other stuffs in this tone. If you don't love your selves enough that way is not for you. If you want to not go out from your comfort zone not try it and not contact with us and etc etc,
- b. realise that here is the place that they can potentially become their dream state
- show them the all opportunities of building their dream state life and is not so such a big deal
 - show them that the team cares, think, feel for them and their future and become a family
 - show them choose now that will make their tomorrow future
 - shows them how important is to make change now if they want something new
 - show them some testimonial
 - let them see how happy and funny can be the whole process
- c. how to stop stay brokies and stay in their current state, mind and fears
- boost them the change of power that they can gain with the team and the change to take the power in themselves
 - show them their fears what can make them happened if they not face it and beat it
 - show them that the way to face the problems and fear is easy and more easy is this as not changing nothing
 - show them how making efforts bring results give them exam
 - make them feel comfortable together
 - make them curiosity of all opportunity
- d. click to speak with manager :
- after boost their desire/pain and show them the opportunity was is time to CTA after they have the enough encourage
 - nice the whole content of videos and copy text
 - nice pictures with curiosity effect
 - see nice friendly guys in the team
 - make them feel comfortable to take action
- e. take action to go on real meeting and continue of taking action

- Joro have to keep the vibe with all abilities inside and see the situation
 - have to keep their courage and keep their believe of happened their dream state
 - have to face them sometimes with the pain part and fears but give them the power and the power to cross them
 - make it all happened easy
- f. after all they see and feel/ experience how to bring their friends
- the motivation of that they can bring more results and help their friend to become their desired life
 - should be all real and without lies and all about real facts to be successful
 - should be socialised and succes go through the teaching courses and get them to go to a sure checkpoint of career improving
 - if its all working for them it will be so easy with the right words to bring customers
 - if its not real and working for them will be difficult for them to bring new partners and build the funnel for that
 -