

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: gaming laptop.

Business Objective: getting more attention to convince people to buy.

Funnel: via FB/meta ads (paid ads) .

WINNER'S WRITING PROCESS

1. Who am I talking to?

- A. Men or Women? Both genders include teens.
- B. Approximate age range? +14
- C. Income level? + \$2K
- D. People who want to get a laptop for gaming and editing.

2. Where are they now?

A. scrolling on Facebook or Instagram.

B. Current level

- desire/need - 3/10 they don't really need a gaming laptop or want to get one.
- Belief in idea - 5/10 they believe gaming laptop is good option for gaming and editing.
- Trust in the company - 2/10 they don't know us.

C. Current state

- Always losing.
- Lagging.
- Low performance.
- Low rendering.
- I don't have one.
- Need one for work.

D. Dream state

- It's beautiful, it runs smoothly. The resolution is awesome. It's light and thin.
- Laptop is super fast for CAD, and I am able to render images 20 times faster than my previous unit.
- High performance.
- Fast rendering.
- Best gaming experience.
- Best editing experience.
- You can play and edit anywhere you want!
- Finish your work as fast as you can.

3. What do I want them to do?

A. Stop scrolling and read the ad.

B. Click the link with high intention to buy the product.

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. Writing special performance not all performance.

B. Attention grabbing words.

C. Cool background.

D. Use attractive colors.

E. Don't write the price in most of the posts (because you may need to write the price on some posts) , We will write (click on the link to go to our website or buy now).

F. Paired with lightning-fast refresh rate displays and state of the art cooling, these machines are ready to power gamers to victory.

G. Highlight the current state and then talk about the product.

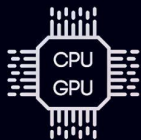
H. Present the dream state with best price and good performance and talk about the product and how it will solve the problem in brief.

DRAFT

ASUS TUF Gaming F15

FX506LI

**GAMING LAPTOP FOR PERFORMANCE
BEYOND EXPECTATIONS!**



Intel® Core™
i5-10300H
NVIDIA® GeForce®
GTX 1650 Ti



FHD , Featuring a
speedy IPS-level panel
up to 144Hz



Gaming laptop can
resist damage from
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BUY NOW**

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Laptop for **GAMING & EDITING** at a good price.

Paired with lightning-fast refresh rate displays and state of the art cooling, these machines are ready to power gamers to victory.

- **High performance.**
- **Fast rendering.**
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- **You can play and edit anywhere you want!**

- **Finish your work as fast as you can.**

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GPU & CPU:

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