

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Balloon Decorations

Business Objective: More Clients

Funnel: Website

WINNER'S WRITING PROCESS

1. Who am I talking to?

- Men and Women who are looking for someone to take care of the decor at vents such as birthdays

2. Where are they now?

- They are searching for balloon decorations on google

Current levels

- Pain 3/10 - This is because this isn't something that bothers them enough to have a high pain level
- Belief in the idea of balloon decorations 7/10 - This is because it is a real product that could change the feeling of an event
- Trust in Ballooned up 2/10 - This is because hiring balloon decorations isn't something that you do often and this company hasn't got a website so the audience most likely hasn't seen it before

Current state

- ❖ I need to find a company who can set up decor
- ❖ Stressing about making the event as good as possible
- ❖ Living up to expectations
- ❖ Wanting a specific setup
- ❖ It was such short notice

Dream state

- ❖ added a touch of glamor that we need
- ❖ great de-rig service the next day
- ❖ I love the creativity that is brought to life
- ❖ A very professional experience
- ❖ flexible with designs
- ❖ delivered quickly
- ❖ looking to give your event that additional extra wow factor

3. What do I want them to do?

- Chose to click on ballooned up website instead of the other ones
- Book a call

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?

Chose to click on ballooned up website instead of the other ones

- Google ranking (SEO)
- Reviews
- Paid ads
- A good photo

Fill out contact form

- Making Moments Magical with Beautiful Balloon Creation
- ❖ Highlighting dream state
- Luxury Balloon Decor Redefined – Sustainable, Grand, and Unforgettable
- ❖ Telling us the service + dream state
- Trusted by the World's Most Prestigious Clients
- ❖ Show social proof
- Multiple different photos of a variety of setups
- ❖ Dream state

DRAFT

Crafting Magical Moments with Stunning Balloon Designs

Exquisite Balloon Decor Reimagined – Eco-Friendly, Lavish, and Unforgettable

Hundreds of satisfied customers

Photos

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