

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

[TOP PLAYER LINK](#)

Business Type: Jumping Castles BOOKINGS/rental

Business Objective: Get more bookings from FB ADS

Funnel: FB ADS

Top players REVIEWS

- Easy, organised and always friendly
- Highly recommend Gladiator Inflatables for your next event. Amazing service and quick response times. The product was delivered on time and in a good condition.
- We hired a jumping castle over the long weekend for a family event. The service was quick, efficient and the communication was really good, which

was appreciated. We were also notified of the covid protocols and sanitising between uses. Thanks!

- quick to take customers money, very very slow with refunds. If the accounts lady is not prepping for a wedding, then she's tired from the wedding. Be careful where you spend your \$
- **Awesome service and affordable prices**
- Best company to use, very impressed, they go out of their way to help you, a huge thank you to Sipho he was outstanding also
- From the service to the price to the delivery to the products... Gladiator Inflatables were more than professional & awesome to deal with!! Looking forward to using them again in the future
- Excellent, fast and friendly service !
- The jumping castle I hired was clean and in great condition.
- Keep up the great work guys !
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WINNER'S WRITING PROCESS

1. Who am I talking to?

2. I am talking to event planners and Parents who want to host a celebration for their Kids

3. Where are they now?

4. They are scrolling on Facebook

- a. When they are scrolling they don't have that much desire (assumption)
 - i. Desire/Pain level 5/10

5. Searching for a castle to rent

- a. On google
 - i. Learn how to OPT SEO
- b. Facebook
 - i. LEARN HOW TO OPT SEO for FB

6. What do I want them to do?

7. SCROLLING

- a. I want to disrupt them with the AD content
- b. I want them to consume the ad, click the link or DM
- c. Take action and book a castle

8. Searching
 - a. Google
 - i. I want them to see very colorful pictures and click on their page
 - ii. See more content and deals and buy
 - b. Facebook
 - i. I want them to see the page first and build rapport with Testimonials/reviews
 - ii. And persuade them with offers and deals

9. **CURRENT STATE**

- a. Have the desire to set up an event
- b. Don't know where to start looking for these services
- c. 3/10 frustrated and overwhelmed(ASSUMPTION)

10. **Dream State**

- a. Getting services at;
 - i. Good price
 - ii. Delivered to them Quickly
 - iii. Good Communication
 - iv. Money Back Guarantee
 - v. Product for rental in Good Condition

11. 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. **I want them to stop scrolling and consume AD**
 - i. Offer low price
 - ii. Make cool animations to keep the attention
 - iii. Show them an example DREAM STATE(happy kids)
 - iv. Use color schemes that match with Sublevo Castles
- b. **I want them to Click the link**
 - i. Offer low price
 1. Give a direct offer for a known solution
 - ii. Offer Quick and hassle-free delivery
 1. This physiologically makes the whole process sound easy for them Reducing the Cost
 - iii. Show Contact Details or give them a way to move forward
 1. Allings with the CTA eg. "Get offer"
 - iv.

DRAFT

Body text:

GET jumpy with Sublevo Castles

We offer a range of jumping castles that would be perfect for your next event...

So don't let the little ones miss out!!

BOOK for your next event.

CTA: Book For EVENT

Contact us @whatsapp number

PS~ discounts are available for first-time customers

