

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Business consulting,

Business Objective: To help people and organizations generate more revenue and in their revenue operations, (RevOps). Goal get more people to buy course

Funnel: Emails taking them to sales page

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Their offerings are designed for **business leaders and professionals** who are responsible for driving revenue growth.

2. Where are they now?

- a. In their emails, maybe looking for my email.

- b. Current State: Frustrated because they aren't getting the revenue they want. That is why they are looking here for a solution. They can't scale their business.
 - i.
 - ii.
- c. Dream State
 - Achieving their revenue goal. Scaling their business.
 - They promise to give information that will help you scale to 100M

3.What do I want them to do?

- a. I want to stop scrolling emails.
- b. Check my email
- c. Read my email fully
- d. Understand why this product will help them achieve their goals
- e. Take action

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. I need them to see that they are stuck in a plateau and need help to get out
- b. I need them to feel somewhat bad about not being able to progress.
- c. I need them to have a desire for getting help/ mentoring
- d. I need them to see where they could be if they bought
- e. I need them to imagine where they could be with this product and imagine all the good that will come
- f. I need it all to be compelling and interesting enough for them to actually want to keep reading all the way.

DRAFT

SL: Struggling to Scale? I've Got Your Back

Hey (name),

Frustrated with scaling?? Do you feel stuck like nothing you try works? Wouldn't it be nice to finally hit that break through you're looking for?

Well...

I have what you need to scale and break the revenue plateau you're currently stuck at.

Imagine running your business seamlessly, without having to deal with your different teams miscommunicating(Sales,Marketing,Customers); having detailed data so that you could make the most informed choice. And having the tech to smoothly pull all this off.

Whether you are a business owner looking to scale or responsible for an organization's revenue operations, you can smash those revenue goals.

The first step to smashing your revenue goals is to identify exactly how to fix the problems I listed above.

You need a diagnosis before you can operate.

This is why I do strategic consulting, so that we can pinpoint exactly what your company needs and how to fix it.

Not every company is the same, which is why a tailored strategy is crucial for success.

If you'd like to know exactly how to break your plateau and scale past \$100M, **click here**.

The opportunity you've been looking for is in your hands. You will no longer feel incompetent or frustrated because of where you are.

Instead, you will feel fulfilled and be respected by your peers and loved ones.

This is your chance to become a multimillionaire or secure that promotion you'd kill for.

This issue can't wait any longer, it needs to be **fixed NOW**.

Hope to see you soon,

Jeff

SECOND DRAFT

SL: Struggling to Scale? I've Got Your Back

Hey (name),

Frustrated with scaling?? Do you feel stuck like nothing you try works? Wouldn't it be nice to finally hit that break through you're looking for?

Well...

I have what you need to scale and break the revenue plateau you're currently stuck at.

Imagine running your business seamlessly, without having to deal with your different teams miscommunicating(Sales,Marketing,Customers); having detailed data so that you could make the most informed decisions, and having the tech to optimize workflows allowing you to easily pull all this off.

The first step to smash your revenue goals is...

Having a detailed plan on what needs to be fixed and optimized.

You need a diagnosis before you can operate.

Or else you'll be running around with no direction, leading you to even more frustration due to you not achieving your goal.

This is why I do strategic consulting, so that we can pinpoint exactly what your company needs and how to fix it.

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