

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Football Tracker

Business Objective: Get more attention

Funnel: Via Paid Ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

2. I'm talking to people who are playing football and want to get better by tracking their stats during practice or a game so they can see what they did good and what they did bad and where to improve.

3. Where are they now?

- a. They currently are in the situation that they cant improve and/or ar stuck at a certain point. They want to get better so maybe they can play more, get better at the position, help others or to play in a higher league so they can maybe make it pro. But all in all they just want to get better at some certain things. Their desire is probably the highest cause they need it to get better so we need to increase the belief and trust my implementing other things like videos from our customers who

its is working for. Their dreamsate would be that tehy have become a better player maybe coach got into a higher league or play more.

4. What do I want them to do?

- a. I want the people to click on my/the companies ads more and to actually buy the product. I need to increase the desire, belief and trust in the person so that they reach that threshold to buy the product. I want them to reach their dreamstate with this product. So my ads have to help out here

5. 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. So they need to feel like they really need this product and they wont get better without it. The ad must be eye catching and good so that it provides enough information for them and that they go onto the website and buy. They are getting a demonstration of their dreamstate which other people have already achieved. The 50€ also is catching their eye.
- b. When they click the link with the intention to buy the product they get 2 offers which both have a discount. They highlight your current sate and your dreamstate with pro football players so you can see what you can get with thai product. They also offer free 12 month membership and free shipping when you buy the product.

DRAFT



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