

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** Restaurant

**Business Objective:** Get more customers

**Funnel:** Paid ad on FB/IG

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## WINNER'S WRITING PROCESS

### 1. Who am I talking to?

- a. We are talking to the people who want to have a time out in the restaurant
  - 1. Including bringing your pets to the restaurant and not leaving them at home.
- b. Couples planning out for a night out (date)
- c. Families planning to eat outside.

### 2. Where are they now?

- a. Scrolling in FB/IG

b. Current levels

1. Quality of food & service 5/10 - In the reviews in the restaurant, the customers posted images and most the them are great photos when their dining in. But if it's take out, the photo looks like the food was served from a high school cafeteria. The service is very nice in this restaurant, but minority of them are disrespectful to the customers and just trying to get their tips as fast as possible. The food is served quickly and mostly they are freshly cooked. But, some of the food is quickly cooked and the food is a little raw and has mold in it.
2. Their belief for this restaurant - 5/10 There are photos form customers in their review and it looks like it is directly form and TV commercial. But sometimes in take out boxed it looks like it was served form a high school cafeteria.
3. Trust for the restaurant - 4/10 This business has 10 restaurants in Canada and 1 in the states, this restaurant always has a lot of customers in one day in one city alone. But, most people haven't tried it and probably still dont trust it.

c. Dream State

1. Affordable price
2. The employees are kind to customers
3. Fast service
4. A great place to dine in with friends & family
5. Quality of Food
6. Discount on couples

### 3.What do I want them to do?

- a. I want them to try the meals in the restaurant and recommend them to their family & friends.
- b. Stop them from scrolling away form the ad and to get them to focus.
- c. Get them to be interested to the advertisement and get them to reserve a spot.
  1. By making animations though out the ad.

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?

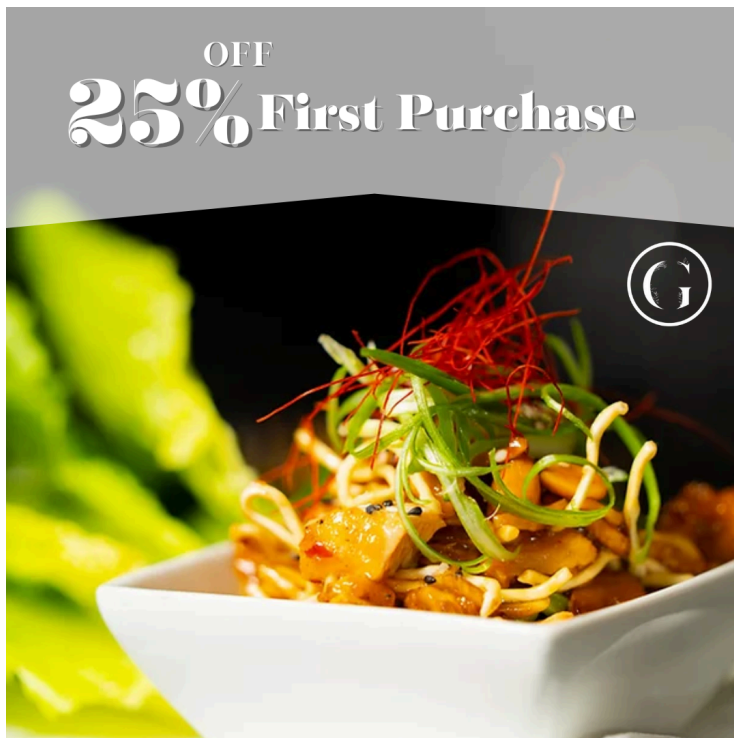
- a. How do you get people to stop scrolling?
  - 1. Deducting the price on their first visit.
  - 2. Have a photo of a great meal that appeals to the people
  - 3. Animations for the ad
- b. Click the link to make a reservation.
  - 1. 25% off for your first order.
    - a. They were making an offer to direct people who ordered for the first time to get a discount on their first meal in the restaurant and experience the food at a low cost.
  - 2. Do you want your meal to be served fast, we got you.
    - a. Showing and telling the things that were found in the Google reviews.
- c. Claim the 25% off from the website.

# DRAFT

New customer → price discount of up to 25%

Make it a night to remember with your significant other! A delicious meal awaits you at the Granary Kitchen, where food is served to you in a short amount of time. For your first purchase, your meal will be 25% off. Reserve your spot now.

[https://www.granarykitchen.ca/make-a-reservation?fbclid=IwY2xjawEntW1leHRuA2FlbQIxMAABHdN96pk3qh5no9\\_K0igLT\\_aFvGJA9Mitjadky1FS3ta4D9\\_cnw8Z3MOtlg\\_aem\\_3FWPpZydKPRypGypqAFwWw](https://www.granarykitchen.ca/make-a-reservation?fbclid=IwY2xjawEntW1leHRuA2FlbQIxMAABHdN96pk3qh5no9_K0igLT_aFvGJA9Mitjadky1FS3ta4D9_cnw8Z3MOtlg_aem_3FWPpZydKPRypGypqAFwWw)



Body Text:

Make it a night to remember with your significant other.

- a. A delicious meal awaits you at the Granary Kitchen where food is served to you in a short amount of time.
  - 1. Shows the dreamstate of fast service and food quality.
- b. For your first purchase, your meal will be 25% off. Reserve your spot now.
  - 1. Shows the discount for the customers' first meal in the restaurant.