

WINNER'S WRITING PROCESS

Business Objective -

Funnel Piece Required -

Business Model/Niche -

Who am I talking to?

Name:

Gender:

Age Range:

Occupation:

Geographical Location:

Image:

Day In The Life:

Interests & Hobbies:

Values & Beliefs:

Where are they now?

Where are they in the funnel physically?

a.

Current State

a.

Dream State

a.

Problem:

Solution:

Product:

Awareness Level:

Sophistication Stage:

Three Pillars:

What are their objections?

a.

Attention Type:

Where do I want them to go?

a.

What experiences do they need to go through to get there?

a.

i.

EXECUTION (COPY)
