

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** Loafers e-commerce store

**Business Objective:** Drive more sales through meta/Ads

**Funnel:** IG ads/Meta Ads

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# **WINNER'S WRITING PROCESS**

## **1. Who am I talking to?**

Men who want to elevate the way they dress and look classy and respectable.

## 2. Where are they now?

### A. current levels

- Scrolling through IG

- pain/desire - 2/10

They don't have any pain related to the product but they have a hidden desire to dress better and look classy.

- Belief in the idea - 3-4/10

- Trust in the brand - pretty low 2/10

### B. Dream State

- Super comfortable and great looking. Got a lot of compliments.

- These are phenomenal. The fit and finish are excellent, possibly the best-looking shoe I've ever worn. I ordered the antique bronze first, and it was so nice that I picked up the antique burgundy as well

- Comfortable loafers

- Look classy and respectable

3. What do I want them to do?

- Stop scrolling and pay attention to the AD
- Click on the link / Buy the loafers

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. stop scrolling and read the ad

- Low price
- Free delivery worldwide
- Demonstration of the loafers
- Explanation of why you need the loafers

(Identity play) & hidden desire

- Here's an opportunity to look classy and wear good loafers without draining your bank account

B. Click the link and buy the loafers

- This is WHY you old money loafers.

- Be taken more seriously

- Women love a man who dresses classy.

- Elevate any basic outfit with these easy-to-style shoes.

-It's not just about this top; it's about making a statement that defines class and style.

A. link the loafers to increase status and respect (identity play)

B. Easy to wear (Convenience)

C. link to status

**DRAFT**

# ALLEN EDMONDS

Newman penny loafer

40% OFF



Body text:


✨ This is why you need Newman penny loafers:

- Elevate your style effortlessly and command respect.
- Women appreciate a man with a refined style.
- Instantly elevate your outfit with these versatile shoes.
- It's not just about the shoes; it's about making a statement of class and style.

"comfortable and great looking. Got a lot of compliments"

“These are phenomenal. The fit and finish are excellent, possibly the best-looking shoe I’ve ever worn. I ordered the antique bronze first, and it was so nice that I picked up the antique burgundy as well”

Who said only the rich can enjoy luxury?

 Get yours today with a 40% off sale

CTA- Newman penny loafer - Up to %40 off —> [shop now](#)