TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type:

Business Objective:

Funnel:

WINNER'S WRITING PROCESS

- 1. Who am I talking to?
- 2. Where are they now?

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

DRAFT