

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Yoga Pants/Apparel

Business Objective: Sales

Funnel: FB/Meta Ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. - Women 18 - 40yo into health/fitness/yoga

2. Where are they now?

- a. Scrolling on FB
- b. Current Levels:
 - i. Pain/desire: 4/10: I exercise/work out and want good quality yoga pants that also look great, but I'm not actively looking for some right now
 - ii. Belief in yoga pants: 7/10
 - iii. Trust in Rockwear Australia (example business): 6/10
- c. **Current State:** Need more yoga pants. Current ones getting old, pilling, torn etc. Bad customer service experiences through other shops. Faulty products. Don't trust other companies. Unreliable other companies. Products arrive stained. Pants aren't sized well.
- d. **Dream State:** Extremely helpful customer service. Comfortable, soft, don't pill, great quality clothes. Well priced. Friendly team. Comfortable pants, pretty, and practical. CUSTOMER SERVICE IS A BIGGIE. Nice colours.

3. What do I want them to do?

- a. Stop scrolling and read/watch ad
- b. Click the link with the intention to buy

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/watch ad
 - i. A fit model that she wants to look like. Demonstration of dream state (Desire/Pain)
 - ii. A good hook (Desire)
 - iii. A stylish ad (Trust)

- iv. Good looking clothes (Desire, Belief in product)
- v. Good branding (Trust)

- b. Click the link with the intention to buy
 - i. Dream state depiction.
 - ii. “One thing about a onesie? It works every time.” Hook
 - iii. Kept it simple
 - iv. “Shop Now” CTA

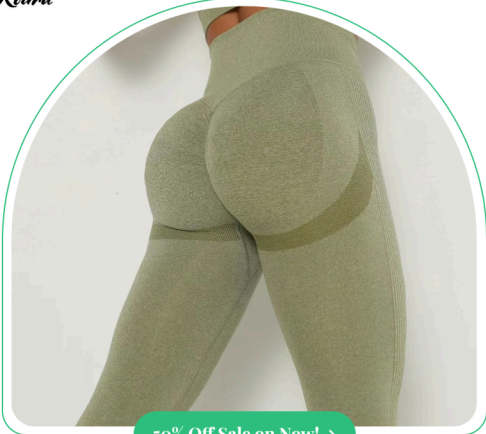
DRAFT

Super soft and no pilling!

Sculpted to flatter, designed to perform

50% discount on now! -----> Shop Now

Mine Keura



50% Off Sale on Now! >

Super soft and no pilling!

Sculpted to flatter, designed to perform