

WINNER'S WRITING PROCESS

1. What specific business objective am I seeking to accomplish with this project? Why is it important?

- a. Get more followers. It's important because it will give my client authority and permit her to land more clients.

2. What part of their online presence/funnel is needed to achieve this business objective?

- a. Social media content. Just that.
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1. Who am I talking to?

- a. Health professionals

2. Where are they now?

- a. Scrolling on IG
- b. Painful state
 - 1. sobrecarregado ao tentar acompanhar todas as transações financeiras
 - 2. fluxos de caixa irregulares
 - 3. incerteza constante sobre quando o dinheiro estará disponível para cobrir despesas necessárias
 - 4. atrasos nos pagamentos de contas e salários
 - 5. sensação de estar sempre "correndo atrás"
 - 6. estressado e ansioso devido à falta de previsibilidade financeira
 - 7. sensação de insegurança e pressão contínua
 - 8. falta de tempo para gerenciar essas tarefas administrativas adicionam uma camada extra de tensão à sua rotina diária
 - 9. sentimento de estar sempre "apagando incêndios" financeiros
 - 10. sensação de falta de controle sobre o próprio negócio
 - 11. A falta de tempo para realizar tarefas administrativas referidas às finanças
 - 12. não têm horas suficientes no dia para fazer tudo.
 - 13. sensação de estar constantemente correndo atrás do prejuízo
 - 14. falta de liquidez, pagamentos atrasados de contas importantes, ou até mesmo multas por não cumprir obrigações fiscais em tempo hábil.

- c. Dream State
 - 1. Sistema financeiro completamente automatizado que rastreia receitas, despesas e fluxo de caixa em tempo real.
 - 2. relatórios claros sobre a saúde financeira do negócio,
 - 3. plano financeiro detalhado e personalizado
 - 4. aposentadoria, expansão da prática, ou compra de novos equipamentos
- d. Awareness level: Level 2 - Problem aware
- e. Sophistication: Stage 4 - Present mechanism as unique, bigger and better.
- f. Current levels:
 - 1. Pain/desire: Low (3/10) because they aren't searching for a solution for their problem, so they kind of lead with it.
 - 2. Will this work?: Medium, since they can save the info and use it later, they aren't very willing to use it later.
 - 3. They trust?: Low (they don't know me)

3. What do I want them to do?

- a. Stop scrolling
- b. See the content of the reel
- c. Follow me

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
 - 1. Catch their attention
 - a. Attention type: Passive
 - b. Threats and resources
 - c. Pattern interrupt / Movement / Shiny / Match previous experiences
 - 2. Curiosity:
 - a. Something they care about: Getting their finances right
 - b. What's about to happen: Finance tips to improve theirs.
 - c. Get the information after they take action: Keep watching this video
- b. See the content of the reel
 - 1. Curiosity
 - a. Something they care about: Tips for their finances
 - b. What's about to happen: How to apply them
 - c. They'll get the info after taking action: Keep watching
- c. Follow me
 - 1. Ask them to do it if they want to improve their finances

DRAFT

Hook: "Constantly drowning in financial chaos, feeling like there's never enough time or money?"

Value: "Irregular cash flow can feel like a ticking time bomb, making it impossible to stay ahead. Imagine the relief of knowing exactly where your money is going and having a clear plan to keep your practice afloat. Here's how to break free from the financial stress:

1. **Visualize Every Dollar:** Picture your cash flow like a river—when it's flowing smoothly, everything thrives. Use real-time tracking tools to ensure every dollar is accounted for, preventing unexpected dry spells.
2. **Create a Safety Net:** Think of your emergency fund as a shield against the unexpected. Setting aside just a small amount each month can save you from the panic of sudden expenses.
3. **Prioritize What Matters:** Not all expenses are created equal. Focus on what truly drives your practice forward, cutting out what doesn't serve your goals.

CTA: "Don't let financial chaos hold you back. Follow me now to reclaim control of your finances and your peace of mind."

DISCARDED ↑

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Hook: Do you often feel short on time and money, struggling with liquidity issues or delayed payments?

Value: I'm going to reveal 3 tips to eliminate financial stress and keep your practice on track

1. Imagine in just 1 week from now, your cash flow as a river - when it's flowing smoothly, everything thrives.

Something you can implement today is to open up Excel and start writing down the money that comes into your account and every expense you have, to ensure that every dollar is accounted for and prevent the river from stopping flowing.

2. From now on, Think of your emergency fund as a shield against the unexpected.

By setting aside a small amount each month, you can avoid the stress of unforeseen expenses.

3. Finally, prioritize what matters most. Not all expenses are equal. Cut expenses that don't drive your practice forward.

CTA: Don't let a lack of financial management stop you from growing your practice. Follow me now to regain control of your finances together!

Gancho: Você se sente frequentemente com pouco tempo e dinheiro, lutando com problemas de liquidez ou pagamentos atrasados?

Valor: Vou revelar 3 dicas para eliminar o estresse financeiro e manter sua prática no caminho certo

1. Imagine, daqui a uma semana, seu fluxo de caixa como um rio - quando ele está fluindo bem, tudo prospera.

Algo que você pode implementar hoje é abrir o Excel e começar a anotar o dinheiro que entra na sua conta e todas as despesas que você tem, para garantir que cada dólar seja contabilizado e evitar que o rio pare de fluir.

2. De agora em diante, pense em seu fundo de emergência como um escudo contra o inesperado.

Reservando uma pequena quantia todo mês, pode ser uma porcentagem do que fica após as despesas, você pode evitar o estresse de despesas imprevistas.

3. Por fim, priorize o que é mais importante. Nem todas as despesas são iguais. Corte as despesas que não impulsionam sua prática.

CTA: Se quiser continuar recebendo dicas que você pode implementar hoje mesmo nas suas finanças e melhorar sua prática, me segue!