

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Economist and business content
Writer (composing reports, proposals and other business
documents, and business development service)

Business Objective: Get famous

Funnel: FB ad

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. People looking for economists writing business contents.

2. Where are they now?

- a. Scrolling on fb
- b. Current levels
 - i. Pain and desire: 3/10 have some pain and desire to have someone who understands economics and at the same time write business content (letters and essays, paragraphs, and pashto language writings).

- ii. Belief in the idea that an economist can write business content: 4/10 believe... economist and writer.
 - iii. Trust on this economist and business content writer: very low. 1/10 believe this man (economist)
- c. Current state:
 - i. **No time** for college coursework paper.
 - ii. Low budget
 - iii. Not knowing how to write business content (articles, blogs, press releases, Web content, reviews, eBooks, and white papers.)
 - iv. Content writing services not responding to their emails, chats, and calls.
 - v. **Struggling startapp** improving their business.
 - vi. unfinished mediocre quality work
- d. Dream state:
 - i. I decided to order writing on this site. It has been written in short-term and was really qualitative. I got a good mark.
 - ii. They quickly wrote my essay for me.
 - iii. because they gave me a discount on my order.
 - iv. Their writers are so professional who understand my business nature so they create content accordingly that could describe my business services in the best way.
 - v. customer satisfaction
 - vi. Content writers without any financial burden.
 - vii. negotiating affordable rates
 - viii. there is no lower or upper limit on the number of orders to be placed.
 - ix. They always keep me updated about my project. well written and informative for my visitors.
 - x. They deliver on time and respond promptly to our change requests.
 - xi. They put in the effort to research our industry.
 - xii. They delivered everything on time

3. What do I want them to do?

- a. Stop scrolling on Facebook
- b. Get their attention
- c. Monetize that attention
- d. See the ad
- e. Check profile
- f. Dm for business

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.
 - i. Pointing to the desire and telling them the three different results.
 - ii. Shining more light the desire mentioned in the first paragraph
 - iii. An actual CTA
 - iv. Big text in the image with white and yellow color to contrast and get the attention
 - v. Telling them and making them think about the desire in the future that they are gonna fulfill
 - vi. Contrasting the future with the past and comparing them.
 - vii. 3 beautiful bullet proofs with same desire and pain to the future
 - viii. A black and white photo of a guy shadowed half with his signature and name beside it.
 - ix. A CTA triggers before the actual CTA with black text and a yellow borders with it telling the reader the goal and achieving the dream state.
- b. Check the profile and send DMs.
 - i. A beautiful and professional Photo for the profile.
 - 1. Smile
 - 2. Good pose
 - 3. Professional
 - 4. Well dressed
 - ii. Creative cover photo describing or writing his big name with a photo of him.
 - iii. Putting all of his info from email to links to his facebook and phone number

DRAFT

Fb account

Biography plus fb account description

Sahibullah Sabir

University instructor, teaching at Muslim University economic department, graduate of khost

Rough outline

1. Self-Authoring helps you figure out who it is you want to be, make a plan and get clarity on your past.
 - a. Highlighting the goal first plus its results and the 3 dream states.
2. It develops a self-narrative that helps stabilize negative emotions and experience more positive emotions.
 - a. Pointing the goal “self narrative” providing dream state PLUS lowering negative cost and raising more positive cost.
3. Click Learn More for more information.
 - a. Actual CTA.

Some tweaks and leaks of the Video

- ☒ ~~Change the Khost uni video to Paktia uni Video~~
- ☒ ~~Change Font to Bahij Arabic getra~~
- ☒ ~~The normal and the title text is too big~~
- ☐ Add muslim uni as a teacher in economics to the experience section in the vid.
- ☒ ~~Correcting spelling mistakes in outro in the end. ٥~~
- ☐ Adding extra skills like: Business proposal writing, business financial analyzing, and marketing strategy and campaign making.