

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Mens Clothing brand

Business Objective: To monetize the attention.

Funnel: *IG post*

WINNER'S WRITING PROCESS

1. Who am I talking to?

- People looking for a **specific identity** and *dressing style* that gives out a specific aura.
- **Whats there desire? What makes them tick?**
 1. The sight of comfort ,luxury and beauty on seeing the ig post of a model wearing a specific cloth coupled with the immense beauty of the scenery increases there desire

2. Where are they now?

- **Physically:** They are now viewing and consuming our business's content.

- **In regards to their attention and market awareness:** Their attention and interest in our ig post is pretty high as they have liked our content and their market awareness is also pretty good/moderate.
- **Current levels:**
 - **Desire;** pretty high- They are interested in the clothes design they are viewing on ig post..
 - **Belief in the idea/certainty:** Also moderate- as they will assume that they will also look good wearing that particular dress they are viewing.
 - **Trust/liking of brand:** moderate to good-as they have most probably followed us and are currently liking this post's particular design and are pretty much interested in it. they are also most probably pretty familiar with our brand as the attention of audience grabbed is decent and satisfactory.
- **Current State:** life is not right, don't have a perfect look, no particular identity or aura, contrasting fabric, no right attention to the individual.
- **Dream State:** way to live life rightly, joy to live, perfect for a look that's authentically you. tailored fit, and blended fabric.

3. What do I want them to do?

- a. I want them to read and view the ig post and then **visit the product page** on the website by clicking on the link and then buying that particular product(dress).

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. Read and view the post and then visit the product page and buy the product:
 - i. Affordable and Low price. i.e. On sale
 - ii. Contrasting colors of the scenery and the dress and text on banner. the dress first catches the eye.
 - iii. Conveying specific identity and emotion of dominance and professionalism etc.
 - iv. Attractiveness.
 - v. Addressing the good time that the buyers are gonna have after buying the product.
 - vi. Individual tailoring and fitting options(good fits)
 - vii. statement-making designs.
- b. **Top player body text:**
 - i. **Black never looked better**
 - 1. Highlighting the dream state
 - ii. **with a mandarin collar, tailored fit, and blended fabric.**
 - 1. Explaining the features and pros of the product

- iii. **The cut-and-sew style includes meticulous stitching details on the placket and cuffs on the sleeves.**
 - 1. Indicates careful crafting of the dress+this increases belief in the idea and also increases its value.
- iv. **Heritage Hues Men's Ethnic Collection '24. | Now available with FLAT 40% OFF!**
 - 1. Giving importance to tradition and culture + lowering the cost
- v. **Visit your nearest store or shop online at edenrobe.com**
 - 1. Direct call to action + indicating convenience and low effort.

DRAFT:

The visually appealing white is back with mandarin collar embroidered with traces of black, sleek fit and seamless fabric color. The tailored fabric comprising of conscientious stitching on the cuff, collar and placket bespeaks of the elegance of the design.

Woven Traditions Mens Collection '24

Shop now at **website name** or Pay a visit at ****your local Name of company**** store to shop at upto Flat 40 % off.

Ps. couldnt find a better image

