

WINNERS WRITING PROCESS

Business Type: B2B

Business Objective: Highly Informative Website to Establish Trust, Not Just High Conversion Website

Funnel: Website → Placing Order

Old doc for reference info:

<https://docs.google.com/document/d/1afrJjZZVO5q6wCBNLUcRQRZ36q7Rpbz5N8Ctj7jBHoU/e/dit?usp=sharing>

1. Who am I talking to?

- a. Audience: Veterinarians/Managers of Medicine Imports
- b. Segments:
 - i. Unhappy with their current supplier.
 - ii. Actively looking for a new supplier.
 - iii. Satisfied with their supplier (not our target).
- c. Demographics:
 - i. Age: 30+
 - ii. Location: India (Mumbai and nearby cities).
 - iii. Occupation: Veterinarians, Medicine Shop Owners.
 - iv. Income: ₹20,000-₹50,000 (low-medium to medium).
- d. Behavioral Aspects:
 - i. Very busy, with a preference for reliability and efficiency.
 - ii. Likely to engage with the website during brief breaks, possibly after tiring days.
 - iii. Skeptical due to past experiences with unreliable suppliers.

- iv. Foreign is always better, they assume that imported things are better than local ones.

2. Where are they now?

- a. Pain Points:
 - i. High Pain: Frequent delays, inconsistent quality, and lack of cooperation from current suppliers. (Pain Level: 7.5/10)
 - ii. High Desire: Need a reliable supplier to ensure customer satisfaction and enhance their reputation. (Desire Level: 8/10)
 - iii. Moderate Belief in Solution: Switching suppliers seems viable but trust in new suppliers is very low due to past disappointments. (Belief in Solution: 10/10, Trust in Mumble: 1/10)
- b. **Current State:**
 - i. Irregular delivery of medicines.
 - ii. Uncooperative suppliers.
 - iii. Poor quality products.
 - iv. Feeling of helplessness.
 - v. High cost for low-quality service.
- c. **Dream State:**
 - i. Regular and timely arrival of medicines.
 - ii. Cooperative and understanding suppliers.
 - iii. High-quality products at a reasonable cost.
 - iv. Feeling of control and relief.

3. What do I want them to do?

- a. Primary Actions:
 - i. Trust Mumble as a reliable supplier.
 - ii. Fill out the contact form or place their first order.
- b. Experience Required:
 - i. Trust Mumble:
 - 1. Use a confident tone.
 - 2. Offer a strong lead magnet (e.g., a risk-free trial order).
 - 3. Highlight the zero-risk first order.
 - 4. Address common concerns upfront.
 - ii. Place an Order:
 - 1. Lead magnet must ensure no risk.
 - 2. Simplified checkout process requiring minimal details (e.g., just address and contact info).

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. Objections to Address:

- i. Why should they trust us?
 - ii. How do they know we'll be prompt consistently, not just the first time?
 - iii. What makes us better than competitors?
 - iv. How can they trust a new/small business like Mumble?
- b. Strategies to Overcome Objections:
 - i. Provide Testimonials: Use strong, relatable testimonials to build trust.
 - ii. Highlight Unique Selling Propositions (USPs): Emphasize aspects like real-time tracking, custom delivery schedules, and rigorous vetting of products.
 - iii. Guarantee Reliability: Reinforce the no-risk guarantee with examples of how Mumble has outperformed competitors.
 - iv. Showcase Expertise: Incorporate case studies or data points showing successful partnerships with other clinics.

DRAFT (*Home Page*)

Hero Header Section:

Headline:

Internationally Sourced, Vet-Certified Products for Superior Care

Subheadline:

Bringing the world's best nutraceuticals and pharmaceuticals to your clinic.

CTA Button:

Discover Our Global Lineup

Introduction Paragraph:

At Mumble Pet, we believe your patients deserve the best, and that means sourcing the highest-quality products from around the world. Our team of veterinarians carefully selects each nutraceutical and pharmaceutical from trusted international manufacturers to ensure your clinic receives only top-tier, legitimate products. We're proud to be the only supplier importing globally recognized veterinary solutions—so you can offer the very best care to your patients.

Why Mumble Pet Section:

Headline:

Global Quality, Handpicked for Indian Clinics

Content:

When it comes to veterinary care, quality matters. That's why Mumble Pet sources its medications from the best international markets. These are not just any products—they're carefully vetted by our team, led by a practicing veterinarian, to ensure they meet the highest global standards. We don't settle for mediocrity, and neither should you. Our products are

trusted by veterinarians across India because they bring the reliability and efficacy that international brands are known for.

Why Veterinarians Trust Us Section:

Headline:

Global Standards, Locally Delivered

Content:

Veterinarians trust Mumble Pet because our products are not only vet-approved but also sourced from top international manufacturers. We work with globally recognized brands to bring their best products to the Indian market. Our founder, a practicing veterinarian, oversees every product selection to ensure that you're getting not only high-quality but also legitimate products—because when it comes to patient care, authenticity and reliability make all the difference.

Addressing Your Concerns Section:

Headline:

Any Questions? We've Got You Covered

“Where do your products come from?”

All of our nutraceuticals and medicinal products are sourced from internationally recognized manufacturers. These products are carefully selected by our team of veterinarians to ensure they meet global standards of quality and effectiveness, so your clinic is always stocked with the best.

“How do I know your products are safe and effective?”

Every product we import undergoes rigorous vetting (literally). Our founder, a practicing veterinarian, ensures that every item meets strict international safety and efficacy guidelines. We don't compromise when it comes to the health and well-being of your patients.

“What's the difference between your products and what's available locally?”

Mumble Pet offers globally sourced products that are often unavailable in India. These are vetted for their superior quality and effectiveness, giving your clinic access to international standards of veterinary care that you won't find with many local suppliers.

“Do you offer specific treatments for different types of animals?”

Not sure of this yet

“What if I need more information about a specific product?”

We provide detailed information about each product, including its ingredients, intended uses, and how it benefits your patients. If you have specific questions, our team of veterinary experts or our chatbot in the bottom right corner are always available to provide additional guidance and ensure you have what you need.

Testimonial Section:

Headline:

What Veterinarians Are Saying

Testimonial 1:

"The international products we get from Mumble Pet have improved our practice tremendously. We trust their selection because we know it's the best available globally."

— Dr. Arun Patel

Testimonial 2:

"Mumble Pet's commitment to sourcing international, high-quality products gives us confidence that we're offering the best care. We rely on their expertise, and they've never let us down."

— Dr. Meera Kapoor

Testimonial 3:

"Having access to internationally recognized products through Mumble Pet has been a game-changer. Their vet-led sourcing and quality are unmatched in India."

— Dr. Rakesh Sharma

Final Section: Ready to Elevate Your Care?

Headline:

Bring Global Quality to Your Clinic Today

Body:

Your patients deserve the best, and with Mumble Pet, that's exactly what you'll deliver. We're the only supplier bringing world-class, internationally sourced drugs and supplements to clinics across India. Our products meet the highest global standards, and we're here to ensure your clinic has access to them. Ready to elevate your practice with the best the world has to offer?

CTA:

Explore Our Global Lineup and Place Your Order

Analysis:

- Strengths:
 - Emphasis on USP- international stuff that not many others can get their hands on
 - Led by an expert- one of the co-founders is a vet.
 - Direct- My client wants it to be clear, direct and trust building, not a very salesy page and not focused on selling. Leads are brought manually, and this is a way for potential customers to check if we're legit
 - CTAs- I like the CTAs

- Weaknesses:
 - Needs more specific proof like product names, brand names, etc. (which I will add as soon as I receive them. Where do you think is a good place to add them?)
 - Doesn't really use the emotional aspect of vets enough, like the use of dream state and pain state. Not sure how to do this without making the copy salesy. Know what I mean?
 - My client doesn't want me to really talk about fast deliveries and stuff (as the main focus) and I am not sure how to weave that into the copy. What I've tried so far makes it look a little like we're Amazon. How can I do this?