

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Interior designing.

Business Objective: To get more clients inserted in their services.

Funnel: Social media content/CTA .

WINNER'S WRITING PROCESS

1. Who am I talking to?

1. Men 80% and women 20%
As in the region of my client the women work less and they are mostly housewives.
2. With income 2 lakh or more per month.
3. The ones who want to change their old school home design.
 4. The one who feels under confidence if relatives visit their house.
5. The ones who want to make a high level in their tribe (their particular area).
6. The ones who want a comfortable place (home) to live.
7. The ones who want luxury
(Latest kitchen, bathroom,
living room, furniture etc.)

2. Where are they now?

1. In my funnel ?

- At their homes feeling sad and scrolling.
- They were scolded or aware of the problem by their wives.

2. Market awareness.

Some of them are solution aware that we have to change the design of our house and some of them are product aware that we have to hire an interior designer but they are confused as to whom to choose.

- Level 3 Solution aware. (Call out the known solution then offer the product as the best form of solution)
- Level 4 Product aware .(Buy now, urgency, scarcity, risk reversal, social proof, Crank pain / desire/ need etc).

3. Level of pain- 9/10
4. Current desire level - 7/10
5. Belief in the process - 8/10
6. Trust - 3/10

3. What do I want them to do?

1. Stop scrolling when they see our content and feel the pain they have .
2. Then visit our website or call us to get our services.
3. And engage in our social media accounts for further updates.

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. What do they need to see?

- The work which we have completed for others .
- Their current situation by our content (from this to this)
- Their dream outcome .
- The professionalism we have in our work through the previous projects
- The experience in the field.

b. What do they need to feel ?

- They have to feel that we are the best to give their dream outcome.
- They have to feel that this is the correct time to change.
- They have to feel the pain they have.
- They have to feel about the environment of their dream outcome.
- They have to feel that an upgrade will bring pride, luxury, and modern comfort to their lives.

c. What do they need to experience?

- They need to experience that we are trusted by many people with whom we have worked.(By the testimonials and the journey type short videos.
- They need to experience the process and happiness behind it with client success stories or behind-the-scenes process videos, to showcase transparency and build trust.

DRAFT FOR SOCIAL MEDIA CONTENT TO AMPLIFY THEIR DESIRE.

THIS CONTENT IS FOR FACEBOOK POST.

Starting emotion : Make your home the envy of everyone who visits—where style meets comfort.”

WITH THE SHORT VIDEO OF THE PROJECT.

Post BODY:

"Ready to create a home where luxury and comfort unite? Imagine a space designed just for you—where every room speaks your dream , and every moment feels like a luxurious escape. Don't just dream it; let's bring it to life.”

Experience the environment of happiness where sleek style meets unmatched comfort, turning every moment into a luxurious escape

CTA : Tap to explore more or reach out to start transforming your space today!”