

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** selling of fishing equipments

**Business Objective:** finding attention and buyers

**Funnel:** via fb /meta adds

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## WINNER'S WRITING PROCESS

1. Who am I talking to?

a. People who are in need

2. Where are they now?

a. Scrolling on fb

b. Current level

1. Fishing desire, mainly seeing people enjoying fishing

2. To make them believe in everything we need to organize our website well and telling people we will refund them when things do not get on time in 3 days

3. For them to trust us we need to show feeds when they are going to buy a certain product

c. Current state

Wanting to buy the product but they are not sure yet and seeing people enjoying their summer

D dream state

1. Wanting to be in beach with fishing costumes
2. having sites that have reasonable price

### 3. What do I want them to do?

- a. Stop scrolling and see the add so that means it has to be eye catching thing and read the add
- b. Click the link and see valuable info that makes them buy the product

### 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. See the add and click the link that means you have to have content that mainly catches the eyes i think believe trust and cost should be in the add and how quality your products are
  - b. so they have to stop to scroll
    1. Low price
    2. Clear and quality pictures to show how good their products are
    3. With link down i it
- C. For three generations, the same family has been supplying quality fishing tackle and advice to all types of anglers at very competitive prices since 1975.
1. They are trying to build trust and belief by showing their experience in the their field
- D. Delivering high quality fishing tackle for Australians,
1. Become the first customer with a discount of 50 percentage discount and enjoy your summer we call it summer discount
- encouraging everyone to get outdoors in our beautiful environment.
- Tight Lines.
1. build desire for the product

## DRAFT

New customer offer.- enjoy the summer discounts , where a new customer gets a 60 percent discount on your first day of purchase we have quality commodities with affordable price with fast delivery at your sofa

gets a 60 percent discount on your first day of purchase, we have quality commodities with affordable price with fast delivery at your sofa



body text:

a.. For three generations, the same family has been supplying quality fishing tackle and advice to all types of anglers at very competitive prices since 1975.

1.They are trying to build trust and belief by showing their experience in the their field

b. Delivering high quality fishing tackle for Australians,

1. Become the first customer with a discount of 60 percentage discount and enjoy your summer we call it summer discount
2. We deliver your products fast as possible to meet your requirements they come with high quality

C. encouraging everyone to get outdoors in our beautiful environment.

1. Claim your 60 percent offer and keep enjoying more offers from us
2. We deliver the moment you order we are available aa time