

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS (1)

Business Type: Immigration Law Firm

Business Objective: Get more attention

Funnel: Youtube Paid Ads

Ad

Links:

- Youtube ad - <https://www.youtube.com/watch?v=FG0-p9tX0-k>
- Web page - https://niwapproval.io/colombo-hurd/?gc_id=20561975252&h_ad_id=694043166915&gclid=Cj0KCQjwtsy1BhD7ARIsAHOi4xanqVEDyqLTm3mONGPkWCGFoL6MtNALt_IZJ3L0u4iGE8T2mihl6lwaAsCAEALw_wcB
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WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Non-American foreign professionals in science, technology, engineering or mathematics (S.T.E.M), who have advanced education, looking to migrate permanently to USA

- b. Non-American foreign degree holders who have either spent 4 years or more in university, 5 years or more of professional experience in a given respective field, or having a masters or a doctorate.

2. Where are they now?

- a. Scrolling on Youtube
- b. Current Level
 - i. Foreign nationals seeking employment in the USA. Desire - need to be eligible for employment and permanent residency in USA, a highly industrial country 7/10
 - ii. Believe in having better opportunities in thriving economies high 7/10
 - iii. Trust in the company, Colombo & Hurd Immigration - Pretty low - 2/10
- c. Current State
 - i. Migrating to the USA is competitive and confusing
 - ii. Can't migrate to the USA
 - iii. Seeking guidance and understanding on beneficial employment migration programs
 - iv. Trying to prove that their permanent residency in the USA will be beneficial to the USA's interest.
 - iv
 - v.
- d. Dream State
 - i. She now has a green card
 - ii. All the immigration attorneys are astute and experienced, and they give the right advice and recommendations to my needs and more
 - iii. Employed overseas permanently, green card {a magic word for the dream state of this model}
 - iv Providing for families
 - v

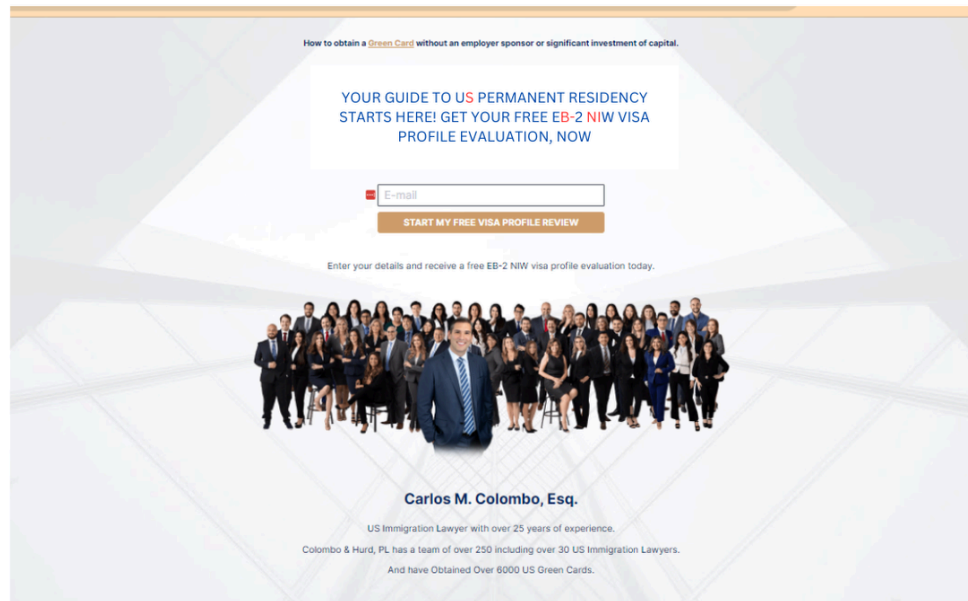
3. What do I want them to do?

- a. Stop scrolling and read ad
 - i. The ad features a worker from the company who is professionally dressed.
 - ii. The video host outrightly asked if the viewer is a STEM professional looking to apply for a US job with permanent residency. This satisfies the paid ads funnel flow, where the 'Scroll on Feed/Search' flow gets the client to the next flow 'See Paid Ad'
 - iii. Displayed big fonts a few seconds into the video for 'Professionals, Science, Technology, Engineering, Mathematics' on video screen
 - iv. The introductory scene's background is solidly blue, and the host is wearing a navy blue suit, giving professional vibes. The ad is way brighter than other frontend views on the screen.
 - iv. Here is an opportunity to understand, qualify and get something helpful and relevant to me from professionals on the opportunity (subject). This could be very convincing and conclusive to the viewer.

- v.
- b. Click the link with the intention to book a session
 - i. Requirements to apply for the Employment Based-2 national interest waiver (EB-2 NIW) of the USA and take advantage of the administrative procedures
 - 1. Reminding STEM professionals, who are probably graduates, postgraduates, or experienced workers that they can or could qualify.
 - 2. The program is beneficial for them. So why not take part?
 - 3.
 - ii. The US government made announcements in 2022 still applied in 2024.
 - 1. Making it official, they increased viewer's trust in the program
 - 2.
 - iii. You should take advantage now
 - 1. This statement was made shortly after mentioning that the US government has made announcements on this program. Since the viewer's trust in the program has increased, he/she should take part right away.
 - 2. Offer dream state, lower cost, lower time sacrifice, talk about convenience
 - 3.
 - iv. CTA. Below, you will find a link, where you can share your CV, your professional accomplishments. And we would do a free evaluation to see if you can qualify and take advantage of this wonderful opportunity
 - 1. They are making a free offer to evaluate the viewer. This will increase the desire of the viewer because at no cost from his/her side, the viewer can know if he/she qualifies for the program right now
 - 2. This satisfies the paid ads funnel flow, where the 'See Paid Ad' flow gets the client to the next flow 'Visit Sales Page'
 - 3. Draft
 - a. YOUR GUIDE TO US PERMANENT RESIDENCY STARTS HERE! GET YOUR FREE EB-2 NIW VISA PROFILE EVALUATION, NOW
 - b. ...
 - c. ...

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?

DRAFT



TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS (2)

Business Type: Electric Generator Manufacturing

Business Objective: Get more attention

Funnel: Facebook (FB) Paid Ads

Ad

Links:

- Ad -
<https://web.facebook.com/TMTLEngines/posts/pfbid09aeZX2NZrrCmftWzR8Lm7tNWgb1Y5PYkSM9Dka8wnzs7q2rBnchMbNoUcRczHbBgl?rdid=dgrO2ofqYF2pETh7>
- TMTL's CTA landing page -
https://tmtl.in/IndiaKaEngine/Gensets/?fbclid=IwY2xjawE4Cz5leHRuA2FlbQIxMAABHVJDm_Wmxvsrnb29FBDNJhRTV9AaJw-QieVnz36ViJ9FNq2K8aqmyBIP-w_aem_qY9obxQSoQelj0n3XVxuA
-

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Managers of any professional field whose companies or enterprises need electric power to operate.
- b. Construction site project managers who need off-grid electric power
- c. Managers of remote projects, like pipeline laying, where electric welds are made to join pipes
- d. Healthcare managers

2. Where are they now?

- a. Scrolling on Facebook
- b. Current Level
 1. Looking for off-grid or standby electric power generators for purposes of high electric energy consumption. This is important for operations. Desire is high 7/10
 2. Aware that provisional electric power generators are essential to run a company or project. Desire is very high 9/10

3. Trust in the company, TAFE Motors and Tractors Limited (TMTL) Engines - Eicher Engines - Pretty low - 2/10
 - c. Current State
 1. Finding reliable engine brands is tedious.
 2. Hoping on acquiring engines that have high spare part availability and low maintenance
 3. Hoping on delivery and installation expertise provided by manufacturer
 4. Financing purchase is shallow
 5.
 - d. Dream State
 1. Medical staff can now work and rest easy, knowing their patient's state are not dependent on grid power supply
 2. Project manager can now manage work time properly without contingencies
 3. Maintenance team is responsive to repair calls. They are precise in maintenance servicing timing
 4. Community know enjoys uninterrupted internet services from data centres and telecom towers
 5.

3. What do I want them to do?

- a. Stop scrolling and read ad
 1. The ad's background is bright brown-red.
 2. It has 3D graphics of a petrol station and a normal picture of a TMTL electric generator (genset)
 3. The ad got text in capital letters that tell viewers that journey's can be taken beyond perceived limits
 4. 'Never worry about power outages affecting your petrol pumps and fuel station again!', tells viewers that there is a solution to their distress
 5.
- b. Click the link with the intention to book a session
 1. Listed benefits of having their genset
 2. Explore reliable power solutions from TMTL-EICHER Engines now:....This statement was made shortly after listing desirable features of their genset
 3. CTA to head to their landing page or call them

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?

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Suggested additions:

- Empowering by leaps and bounds,
- A solution to electric power supply contingencies
- Green check marks for statements on: Flawless Uptime, Super Placid Operations, Highly Reliable, Low Fuel Consumption, High Performance
- Get reliable power solution from TMTL-EICHER Engines now: bit.ly/TMTLgenset, help line 95559 12222

