

ADAN HUSSEIN

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Dropshipping course/Community

Business Objective: Sell the Paid Community

Funnel: Landing page

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. People who want to start dropshipping
 - i. They tried in the past but it didn't work
- b. They watched my content
- c. 18-30 y/o
- d. Limited capital

2. Where are they now?

- a. Problem, Solution, Product
 - i. Current State
 - 1. Poor

2. Brooke
3. Nobody believes in you
4. Stressed
5. They open their bank account and they find less than 100 bucks
- ii. Dream State
 1. Super Rich
 2. Family admires him
 3. All of his enemies are angry because he made Dropshipping work
 4. They can finally enter a Lamborghini shop and tell the seller "What's the most expensive car you have?"
- iii. Roadblock
 1. They don't know how to become rich
 2. They tried dropshipping alone but it didn't work
 3. They don't know how to find products that's worth testing
 4. They spent a lot of savings in failed products
 5. They're stuck in a circle of failure and they don't know how to break free from it
- iv. Solution
 1. Get a mentor to review your stuff reviewed
 2. Watch other successful dropshippers doing the stuff and copy them
 3. Use FB ads library to determine which product to test
- v. Product: Dropshipping Community
 1. Learn quicker
 2. Better resources
 3. Chat with experts
 4. Full FB ads library guide and how to use it in the best way possible
 5. In life and for everything you do you need 3 things: Resources to learn, practice and mentors that can correct your mistakes. When I started I didn't know how to do anything, I didn't have any mentors and I just practiced. It took me 1 year to become rich, but with the right resources, the right mentors and a lot of practice you can achieve these results in 1 week.
- b. Market Awareness: Level 4
- c. Sophistication: Level 5 - We're going to create a new mechanism or niche down,
- d. Levels
 - i. Current desire
 1. They're in pain because they keep failing
 2. They have the desire to become rich
 3. They want to know how to see if a product is working or not
 - ii. Belief in the idea
 1. They're starting to believe that the idea will work
 2. Everybody keeps saying that it's saturated

iii. Trust

1. They saw Adan's videos before and they like him

3. Where are they now?

- a. Stop scrolling on TT/IG
- b. Pay attention to my video
- c. Like the video
- d. Go over my profile
 - i. Follow me
- e. What's in it for me?
 - i. My financial situation (poor, broke) is determined by the fact that I'm not getting my store and ads reviewed by an expert. Adan can help me fix this problem

2. 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. Outline
 - i. Interesting hook that catches attention
 - ii. Give them a reason to watch the whole video
 - iii. Provide them free value
 1. Amplify their desire
 2. Show them which mistakes they made
 3. Build curiosity around the mechanism that will be revealed in the Landing Page
 4. Crank trust/authority
 5. CTA
 - a. Follow me to learn how to dropship for free

DRAFT

1. "Why Most Dropshippers Fail (And How You Can Succeed)"

Script:

- **Opening Hook (0-5s):** *"Tried dropshipping and failed? You're not alone—here's why most people never make it."*
- **Middle (5-25s):** *"They go in blind. No mentor, no strategy. They pick random products and pray for sales. That's a recipe for failure. But imagine if you had a mentor who already succeeded, guiding you step-by-step."*
- **Call to Action (25-35s):** *"Ready to turn your dropshipping struggles into success? Click the link in my bio and discover the proven path to making it work."*

2. "How I Turned My Dropshipping Failures into Success in Just 30 Days"

Script:

- **Opening Hook (0-5s):** *"I failed at dropshipping many many times, UNTIL I did this one thing..."*
- **Middle (5-25s):** *"I joined a community where successful dropshippers reviewed my store, gave me real advice, and helped me avoid common mistakes. Just one week later, I had already made \$5K."*
- **Call to Action (25-35s):** *"Want to know how? Click the link in my bio and start your journey to success today."*

3. "3 Dropshipping Myths Busted!"

Script:

- **Opening Hook (0-5s):** *"Think dropshipping is too saturated? Let me bust that myth for you."*
- **Middle (5-25s):** *"All the good products are gone right? Wrong! New products hit the market every single day. I need at least £200 to start, right? Wrong again! You can start with less than £20. I will have to figure it out alone, right? Absolutely not! You can join my free community, learn from others, and succeed faster."*
- **Call to Action (25-35s):** *"Still have doubts? Comment with your questions and I'll answer in my next video!"*

4. "How to Pick a Winning Dropshipping Product in 3 Steps"

Script:

- **Opening Hook (0-5s):** *"Struggling to find a product that actually sells? Here's a 3-step method that works 98% of the time."*

- **Middle (5-25s):** *"Step 1: Check Google Trends to see if demand is rising. Step 2: Spy on your competitors—what are they selling? Step 3: Get feedback from a mentor or community before you invest."*
- **Call to Action (25-35s):** *"Want more tips like these? Hit the link in my bio and learn from the pros."*

5. "The Moment I Realized Dropshipping Could Change My Life"

Script:

- **Opening Hook (0-5s):** *"I kept seeing my shopify balance at £0, until this happened..."*
- **Middle (5-25s):** *"I found a mentor who believed in me when no one else did. With their help, I turned my failed store into a profitable business in just a few weeks."*
- **Call to Action (25-35s):** *"Need someone in your corner? Click the link in my bio to join the community that will help you succeed."*

6. "Top 3 Dropshipping Mistakes to Avoid"

Script:

- **Opening Hook (0-5s):** *"Stop! Before you dive into dropshipping, avoid these 3 deadly mistakes!"*
- **Middle (5-25s):** *"First, don't choose a niche you don't know: stick with what you understand. Second, never rely on just one product: test multiple to find the winning one. Third, don't try to do it all alone: success comes from working with a team."*
- **Call to Action (25-35s):** *"Struggling to find motivated people? My community is filled with winners ready to help. Hit the link in my bio and join us today!"*

7. "Dropshipping vs. 9-to-5: Which Is Right for You?"

Script:

- **Opening Hook (0-5s):** *"Thinking about quitting your 9-to-5 for dropshipping? Here's what you need to know."*
- **Middle (5-25s):** *"Dropshipping offers freedom and the potential for unlimited income, but it's not easy. Without the right guidance, most people fail. But with the right community and mentorship, you can succeed."*
- **Call to Action (25-35s):** *"Ready to make the leap? Tap the link in my bio to learn how to start dropshipping the right way."*

8. "Why Your Dropshipping Store Isn't Making Sales"

Script:

- **Opening Hook (0-5s):** *"Spent hours on your dropshipping store and still no sales? Here's why..."*
- **Middle (5-25s):** *"Your product photos look amateur, your descriptions don't sell the benefits, and your website doesn't build trust. I know because I made these same mistakes."*
- **Call to Action (25-35s):** *"Fix these issues today—click the link in my bio to get expert advice."*

9. "The Secret to Dropshipping Success That No One Talks About"

Script:

- **Opening Hook (0-5s):** *"Here's the secret to dropshipping success that no one else is talking about..."*
- **Middle (5-25s):** *"It's not just about finding the right product—it's about having a community of experts to guide you. That's what separates winners from the rest."*
- **Call to Action (25-35s):** *"Want to join a winning team? Click the link in my bio and learn from the best."*

10. "How to Make Dropshipping Work in 2024"

Script:

- **Opening Hook (0-5s):** *"Dropshipping is evolving in 2024—here's how you can stay ahead of the game."*
- **Middle (5-25s):** *"Trends change, but the principles of success stay the same. Learn what's working right now by joining a community of successful dropshippers who share their strategies."*
- **Call to Action (25-35s):** *"Don't get left behind—tap the link in my bio to stay updated and succeed in dropshipping this year."*

Tips for Creating These Videos:

- **Use Attention-Grabbing Visuals:** Start with a dynamic shot or motion graphic to hook the viewer immediately.
- **Keep the Pace Fast:** Deliver your message quickly, with snappy transitions to maintain viewer interest.
- **Add Text Overlays:** Highlight key points with text overlays to reinforce your message.
- **Use Engaging Music:** Choose a trending sound or a beat that matches the tone of your message.
- **Include a Clear CTA:** End each video with a strong call to action that directs viewers to your bio link.

FREE VALUE VIDEOS

1. Most people blow their budget on shitty ads, don't make that mistake

Script:

- **Opening Hook (0-5s):** *"Most people blow their budget on shitty ads, don't make that mistake. Here's how you create converting ads"*
- **Body (5-25s):** *[brief outline on how to create good ads for dropshipping]*
- **Call to Action (25-35s):** *"If you want to know other dropshipping secrets that will help you turn £100 into £10,000 in one single month, you should definitely follow me"*

2. How to Optimize Product Descriptions to Boost Sales

Script:

- **Opening Hook (0-5s):** *Still struggling to make sales? Your product descriptions could be the problem!*
- **Body (5-50s):** *A great product means nothing if your description doesn't sell it correctly, focus on these 3 tips to improve your descriptions:*
 - *1) Focus on the benefits, not just features: Customers don't just want to know what your product does, they want to know how it will improve their life.*
 - *2) Use emotional triggers to connect with buyers: Tap into your customer's emotions and use specific words that resonate with their dreams and fears.*
 - *3) Include social proof: Add a few reviews or testimonials.*

But wait, optimizing descriptions is just the tip of the iceberg. Want to know the full secret sauce?

- **Call to Action (50-60s):** *Follow me to learn how to turn your store into a cash machine!*