

💰 **BUSINESS TYPE** 💰 = *Helps 6'4 ft tall athletes return to competing in their sport and free themselves from pain and injuries*

🔑 **WINNER WRITING PROCESS** 🔑

Business Objective :

Have him click the link and buy the product, they will see the product on the landing page, it will attract them to the Pain/desire threshold of wanting to compete without injuries and improve performance, with social proof and high-level testimonials

funnel :

Landing Page

Current state: frustrated because they have physical pain that doesn't allow them to practice their sport, injuries like joint-pain and more. they desperately want to get back to competing in their sport

Dream State: Become pain-free and become better athletes in their sport, and get back to competing,

Market awareness level 3

They are certainly aware of the problem, because the funnel starts from my client's Instagram profile that helps 6'4 ft tall players get rid of pain and injuries and improve performance, they know the solution but they don't know the product, but not the mechanism, they tried do-it-yourself exercises such as stretching etc, perhaps to even improve their lifestyle, but it wasn't enough

Market sophistication level 4: From what I have seen there are other businesses that deal with the field of physical pain in sport, certainly the stage is at level 4 and the intent must be to make my product and my solution unique

Pain/desire threshold: medium/high, they really want to get rid of pain and return to compete again in their sport

Is the value worth it threshold: 7

Trust in the Company threshold: 5

Where i want them to go: click the link and buy the product with

1. Catch the attention
2. Raise Desire Threshold
3. Increase the perceived likelihood of success
4. Be fluently and persuasive with my Copy

Value Equation: Cost =

Product 1) Low, only 15\$, time Effort = medium/high, they need to work hard to get result because they have to do the exercise and read the ebook carefully

Product 2) 1-1 coaching, price around \$497 for 1 month, 1247\$ 2 months, 2547\$ 6 months. They have tailored custom training program, nutritional guidance, 24h support, at least 80 min of 1-1 call-time/month. Results guaranteed

What are the steps i Need to take them trough to get them from where they are to where i want them to go? :

- Catch attention : With a big bold headline
- Increase the desire treshold: describing the results he can have in his sport
- Increase the perceived likelihood of success: show testimonials of clients and press on the fact that my client was a D1 basketball player
- Call out the known solution and offer the product as the best way (market awareness level 3)