

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Dropshipping Mentorship

Business Objective: Convert that attention to money

Type of the funnel: B2B DIRECT SALES

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Poor/Broke teenagers
- b. They want to be successful in Organic Dropshipping

2. Where are they now?

- a. In their SMS app
- b. Current levels
 - i. Attention - 7/10 Their attention is more than average because of the "social proof" videos
 - ii. Desire - 9/10 They're looking forward to talk to get accepted for the program

- iii. Belief in the idea - 8/10 They have a huge belief because of the testimonials from the website
 - iv. Trust in company - 7/10 Trust is a bit more than average because Michael Bernstein is not that famous
 - c. Current state
 - i. Poor
 - ii. Sad
 - iii. Frustration
 - iv. No guide through success
 - d. Dream state
 - i. Rich/Successful
 - ii. Happy
 - iii. Confident
 - iv. Mentorship

3. What do I want them to do?

- a. Read my message and get ready to the strategic call

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. Read my message and get ready to the strategic call
 - i. Hey Akobir - Michael Bernstein here.
 - 1. Calling out as in a dialogue to catch attention
 - ii. I just talked to my team and I'm here to confirm that we'll call you at 11:30 (Central European Time). The call should be about 10 minutes long.
 - 1. Just confirming the call time
 - iii. Talk soon
 - 1. Conclusive words

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