TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

| Business Type: | |
|---------------------|--|
| Business Objective: | |
| Funnel: | |

WINNER'S WRITING PROCESS

- 1. Who am I talking to?
- 2. Where are they now?
- 3. What do I want them to do?
- 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