

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** broadband business

**Business Objective:** Get you to subscribe to their monthly mobile network plan

**Funnel:** paid ads on social media

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## WINNER'S WRITING PROCESS

### 1. Who am I talking to?

People who need internet access for a low cost (a wide audience)

### 2. Where are they now?

The pain state (slow mobile network) or paying too much for bad internet

Current levels of desire: high if the person has a internet issue because everyone needs internet access today.

Market sophistication in subscriptions is very competitive because everyone has one whether its from one company or another but the person in the pain state wants the most convenient fix to their issue. Paid ads allow that because they are scrolling low intent on social media.

### 3. What do I want them to do?

You want them to follow the cta and 'Get 12 months half price and save up to 168'.

Perceived costs are: losing another deal from somewhere else

Signing up to something that turns out has expensive bills

- Required certainty and trust thresholds are: fast internet on a widely trusted network
- A better offer than any competitors they may be looking at
- **Biggest objections to taking action could be: better deal elsewhere**
- **Person cannot afford the deal**
- **Do not trust the companies offering**

### 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?

- They need to be certain this is going to be a better deal than any alternative
- Increase this certainty by: upselling, the 'get 12 months half price' the well laid out website

## DRAFT

Slow mobile network? Tired of the slow, casual and expensive mobile networks in the UK?

You want to stay connected nonstop so you can communicate with your closed ones for good and bad?

Get 12 months for....

You see this, is still bad G but it connects with your read pain/dream state all your copy should be like that you need more research and customer language to make it even more relevant.

Get 12 months half price with 0% interest on our sky mobile network

This offer expires in 48 hours so it's first come first served.

If you want to stay connected on the go then we've got the service for you, just add a wifi dongle from 24/ month

Review of key players copy follows here:

As you can see they have crossed out the 20GB a month for an better deal so people will think they are getting an upgrade. They offer 'unlimited' in bold social media which everyone can agree is a big thing in today's world. The website is simple and easy to read

The screenshot shows a web browser window with the URL [vxi.co.uk](http://vxi.co.uk). The page is titled "Our best SIM-only deals" and includes a sub-headline: "Choose your SIM plan online for instant use from the day you receive your free sim. Or **get a free SIM** and choose your plan later. Flexibility at your fingertips!". There are two main plan cards displayed:

Plan Name	Price	Data	Includes	Terms
Extra 25GB	£10/month	20GB <del>45GB</del>	Unlimited Social On 7 apps in the UK without eating your data allowance	Rolling 30-day subscription, cancel anytime.
Extra 70GB	£15/month	35GB <del>105GB</del>	Unlimited Social + Music + Video On 20 apps in the UK without eating your data allowance	Rolling 30-day subscription, cancel anytime.

Each plan card has a "See plan details" link and a "Choose this plan" button. The browser's address bar shows several open tabs, including "The Real World", "Process Template - Go...", "Google Account Help", "Copy of Process Templat...", "Winners Writing Process", "Best SIM Only Deals | SG...", and "how to snap on mac - Go...".