

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: menswear

Business Objective: get more attention

Funnel: paid ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- Athletes
- People how can't find a t-shirt that fit them well

2. Where are they now?

- a-scrolling on Instagram
- b-Current level:
 - desire: low 2/10
 - belief: low 2/10
 - trust: low 2/10
- c-current state:
 - low confidence
 - unfit clothes
 - body physique was hidden by clothes

d-dream state:

- fits perfectly
- look good
- get compliments on how big and strong they look
- keep it's shape after numerous of washes
- high confidence

3. What do I want them to do?

a-stop scrolling and see the ad

b-click the link with the intention of buying the T-shirt

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?

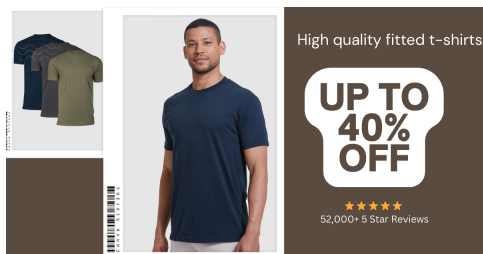
a-stop scrolling and see the ad:

- discount: 65% OFF
- demonstration of trust: 2000+ 5 star reviews
- show testimonials

b-click the link with the intention of buying the T-shirt

-shop our "True muscle fit" premium menswear now —>shop now

DRAFT



Body texte:

Level your confidence with our high quality fitted t-shirts and Maintains its color and shape after washing.

"True to size fit great, will definitely buy again in the future". Freddy.r

Shop now

