

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Krav Maga Gym

Business Objective: Get more Clients

Funnel: Via FB/META Ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- People who are new to fighting. Especially GIRLS/WOMEN (picture)
- People who want to learn how to defend themselves.
- People with almost no fight experience.
- The Ad is talking more to women (between 16 and 50) living in/near Vienna.
- Austrian people, who are scared because the actual situation is getting worse. Media is talking about cultural clash - desperate people attack people on the streets.
- People who are scared (of Violence) and feel helpless.
- People who want self-confidence.

2. Where are they now?

- Scrolling on Facebook
- Current Levels
 - o Scared, No self-confidence /desire – 3/10 are often scared when situations occur, but forget it again and it's not that urgent, that they're taking action.
 - o BELIEF in the idea of Learning Krav Maga for Self Defense and feeling safer. 5/10
 - o TRUST In Joint – pretty low 2/10
- Current State
 - o Scared on the streets
 - o Women are scared and feel helpless
 - o No self-confidence
 - o Don't know anything about fighting
- Dream State
 - Not scared anymore
 - I can protect my family.
 - (Learn how to protect yourself and your family.)
 - Self-Confident.

3. What do I want them to do?

- Stop Scrolling and read/look at the picture/post.
- Click the link with the intention to book training or join the training.

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?

- Stop Scrolling
 - o Low Price
 - o Demonstration of Dream State
 - o Color contrast between the banner text. Also everything they see on FB.
 - o Here is an opportunity to get something helpful for a good price
 - Click the link with the intention to book a session
 - o 0€ : Free First Trainingsession
 - § Marking a direct offer. Lowering the cost for a known solution.
 - o Don't be a Victim! FIGHT BACK!
 - § Highlight the current state. Offer Help!
 - o Get back you self confidence. Feel Safe on the streets.
 - § Offer dream state. Hope.
 - o Book your first Training FOR FREE!
- Join Our Community

DRAFT

Catching new Members. First Training FOR FREE!



BODY TEXT:

Don't be a Victim
Learn to FIGHT BACK !

Always feel safe,
Knowing you can defend yourself.

Book your first Training FREE!
Join our Community!