

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** Real Estate, Wants to sell Apartment Flats

**Business Objective:** Get more attention. Generate leads through Meta Ads.

**Funnel:** FB Video Ad -> Call CTA

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## WINNER'S WRITING PROCESS

### 1. Who am I talking to?

- a. Men in Delhi NCR, aged 30-60, looking to buy their first home with the purpose of living there.

### 2. Where are they now?

#### a. *Current State*

- i. Rented flat with limited sense of security.
  - 1. They're afraid of going out at night.
  - 2. They're afraid of sending their kids out alone.

- 3. They're constantly on edge.
  - ii. Rented flat with **Limited control over living conditions.**
    1. Daily water supply issues, very frustrating.
    2. Electricity issues, also very frustrating.
  - iii. Rented flat with **No long-term stability.**
    1. Anxious and stressed that they will have to move.
    2. Constantly worried about rent.
  - iv. Rented flat with **Low status in the tribes (friends, family, colleagues).**  
*And what does this look like/feel/experience in their life, specifically?*
    1. They feel disrespected by their tribe for not owning a house.
    2. They feel insecure and looked down upon for not owning a house.
  - v. Rented flat with **Low self-esteem.**
    1. They feel worthless for not owning a house.
- b. *Dream State*
  - i. Owned flat with **Increased sense of security.**
    1. 24/7 security guard.
    2. They feel safe to go out at night in the society space.
  - ii. Owned flat with **Increased control over living conditions.**
    1. 24/7 water supply.
    2. 24/7 electricity.
  - iii. Owned flat with **Long-term stability.**
    1. Feeling peaceful and stable.
    2. Can send kids to local schools without worrying about having to move.
    3. Can build deep relationships with the local community.
  - iv. Owned flat with **High status in the tribes (friends, family, colleagues).**
    1. They feel respected in their tribes for owning a house.
  - v. Owned flat with **High self-esteem, a sense of pride and accomplishment.**
    1. They feel proud and accomplished for owning a house.
- c. *Roadblocks*
  - i. Financial constraints. Buying a flat is expensive.
  - ii. Buying a flat with a loan is difficult and complicated.
  - iii. Moving in takes time and effort.
  - iv. What if I'm not happy and want to move somewhere else later on?
- d. *Solutions*
  - i. Buy a flat with a mortgage.
  - ii. Hire a loan consultant to handle the technicalities for you.
  - iii. Hire someone who can help you move quickly and effortlessly.

- iv. **Buy a flat with appreciating value, so that it can be sold later on, or rented out.**

- e. *Product*

- i. Buy apartment flats in Burari
  - 1. Full loan services without needing to involve external parties.
  - 2. Help you move without needing to involve external parties.
  - 3. Easy to resell later because of appreciating value.
  - 4. Easy to rent.
  - 5. Burari is a developing area.
  - 6. Variety: 2BHK, 3 BHK and 4BHK available.
  - 7. Reasonable current prices.
  - 8. All basic facilities available in the society, including plenty of parking space.
  - 9. Schools, hospitals, gyms, local markets and other facilities nearby.
  - 10. Easily accessible public transport.
    - a. plenty of e-rickshaws and buses.
    - b. Burari metro station is being constructed right now.
  - 11. Clean, safe and peaceful area.

- f. *Market Awareness*

- i. Level 1 - Problem unaware
- ii. Reason - We're catching them with FB ads, where they're mindlessly scrolling.
- iii. **Need to quickly turn their brain on and bring them to level 3, which is their real market awareness. Then take them to level 4 and persuade them to click.**

- g. *Market Sophistication*

- i. **Between stage 4 and 5, leaning towards level 4.**
- ii. Logically, it should be level 5, because real estate is so old and exists everywhere.
- iii. But stage 4 tactics work in advertisements, so it has not moved to stage 5 yet.

- h. ***Level of Desire - Decent, 4/10***

- i. Everybody wants to buy their own home. They spend years planning for this. They're just looking for the right one.

- i. ***Level of Belief - Low, 1/10***

- i. There are countless builders, and countless flats. People don't automatically believe a flat is good for them. They need to be convinced.

j. *Level of Trust - Low, 1/10*

- i. Only a few builders provide quality flats in quality locations. Their trust level is very low by default.

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

- a. Stop scrolling and watch the ad
- b. Call now

### 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 watch the ad
  - i. Get their attention
  - ii. Call out their dream state
  - iii. Create curiosity
  - iv. Increase belief
  - v. Increase trust
- b. Call now
  - i. Crank desire
  - ii. CTA
  - iii. Handle objections

## DRAFT V2

Do you want to own your dream home in a gated society in Delhi for a price you can afford?

Where your family feels safe with 24/7 security staff?

Where you don't need to worry about basic facilities like water, electricity, IGL gas pipeline and plenty of parking space?

Where your kids can play around in the safe and hygienic space of the society?

Mangalam society offers you ready-to-move-in 2BHK 3BHK and 4BHK flats in the heart of Burari with more than 50 families already living happily.

Everything you need is nearby, like schools hospitals gyms local markets and other facilities.

Getting around is easy with lots of e-rickshaws and buses, GTB Nagar metro station only 10 minutes away, and Burari's own metro station being constructed.

Both semi and fully furnished flats are available, and prices start as low as 32 lakhs.

Plus, to help you with your finances, we offer full loan facilities and guidance.

Right now, we're giving all new buyers a free luxury gift with every flat, in a lucky draw.

Top prizes include a Tata Tiego, a Maruti S-Presso, a Royal Enfield Bullet and more.

Burari is developing fast and prices are rising every single day. There is no better time to invest in your family's future.

Call us now by clicking on the button below. We will answer any questions you have, and guide you every step of the way.

## DRAFT

Tired of living on rent?

What if you could own your dream home in Delhi for less than you think?

Picture coming home to a place that's truly yours.

Where your family feels safe and secure with 24/7 security staff.

Where you don't need to worry about basic facilities, with access to 24/7 water and electricity supply, IGL gas connection, and plenty of parking space.

Where your kids can play around in the safe space of the society.

Mangalam society offers you ready-to-move-in 2 BHK, 3 BHK and 4 BHK flats in the heart of Burari, with 51 families **already** living peacefully.

Everything you need is within reach, with schools, hospitals, gyms, local markets and other facilities nearby.

Getting around is easy and accessible with lots of buses and e-rickshaws, GTB Nagar metro station only 7 km away, and Burari's own metro station being constructed.

Both semi and fully furnished flats are available, and prices start as low as 32L.

Plus, to help you with finances, we offer full loan facilities and guidance.

Not just that, we're giving all our new buyers a **100% chance** to win [Insert branded car], [Insert branded bike] or another branded gift!

Call us now by clicking on the button below. We will answer any questions you have, and guide you every step of the way.

But wait, what if you want to rent or resell?

Burari is developing fast. The prices are rising every single day, and it is great for investment.

Don't miss the chance of getting the best price today!

Call us now!