

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: therapy

Business Objective: converting attention to sales

Funnel: search funnel

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a) Men and women teens to late adults
- b) Students or working adults
- c) Brooklyn nyc or austin
- d) People looking to fix there mental problems with therapy sessions
- e) People who already know that they have a problem they need to solve
- f) Individuals who are looking to improve their mental state

2. Where are they now?

a) Sales page

1) pain/desire 8/10

- a) because of their mental problems people avoid them and don't want to be associated with them.
- b) In a dark place and they feel trapped or hopeless
- c) Their day to day life is filled with misery and pain and unhappiness
- d) They want to escape the dark place and feel hopeful and happy
- e) Improve their social life and no longer feel the need to be embarrassed or avoided because of their problems
- f) They have to give a bit of effort, time and money so that decreases the desire a bit

2) current belief in the idea 7/10

- a) most people actually believe that therapy works so it's already high
- b) it is scientifically proven that therapy works for a lot of mental problems
- c) testimonials and reviews can help too with the belief of the idea

3) trust in the company/person 4/10

- a) positive reviews and testimonials
- b) good website design
- c) website filled with testimonials and reviews
- d) showcasing licensed doctors

3. What do I want them to do?

a) Book an appointment

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) The website has to have a good design
- b) Detailed explanation on the services provided and why they are credible
- c) Including doctor details and their speciality
- d) The colors used in the website have to represent welcoming and calmness
- e) View pricing and calendar when you can book the appointments

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