

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Clothing Shop

Business Objective: Monetize attention

Funnel: Sale page

WINNER'S WRITING PROCESS

1. Who am I talking to?
2. Where are they now?
3. What do I want them to do?
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?

1. Who am I talking to?

- Group of women who wish to stand out from a crowd
- women who desire to look elegant and stylish
- women with desires of being “special”

2. Where are they now?

- Searching on a web page (Active intense)

Current levels:

- Desire 3/10 they wanna look special, but the level is pretty low cuz of the over detailed page (hard to read)
- Value 5/10 there is a discount for a good quality/elegant looking product + free delivery
- Trust 5/10 this shop has a huge social media presence (12M followers in Insta)

Current state:

- I wanna look BETTER, more gorgeous
- feel unconfident

Dream state:

- get more attention and “looks” from everybody
- affordable stuff
- people are noticing your “taste of style”

3. What I want them to do?

- Capture their attention on a discount/beneficial product
- Click the button “Add to cart”
- Proceed to payment

4. What they need to experience/fell?

-Stop searching on a website

- they see the first product in a line of shoes in a middle of a screen
- they see a dropped price

-Click on a photo of a product

- seeing a beneficial offer
- removing a feeling of an inconfidence
- dreaming of their future look
- add to cart → proceed to payment

Link with a sale page:

https://www.canva.com/design/DAGSi02h3jQ/HneLfLd5VOEYBxFhU1d9vw/edit?utm_content=DAGSi02h3jQ&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton