

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type:

Business Objective: Get More Attention

Funnel: Facebook ad/meta

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women?
= Both
- Approximate Age range?
= 25 to 35
- Occupation? :
= Doctors, nurses, and emergency responders (They often face high-pressure situations and trauma). Students studying abroad (Away from family friends in an unknown place along with financial struggles). Social Workers: They often deal with difficult emotional situations, which can take a toll on their mental health. Artists & Performers.
- Income level?
= 40 Thousand and above monthly Nepali Rupees

- Geographic location?
= Kathmandu, Bhaktapur, Daran, Lalitpur, Pokhara, Kabre

Painful Current State

- What are they afraid of?
= Fear of being judged or misunderstood if they open up about their situation. They might lose people.
- What are they angry about? Who are they angry at?
= They might be angry about some difficult situation like financial struggles, relationship issues, past trauma they feel trapped about. They might be angry towards friends, family, colleagues who they believe are not understanding their struggle.
- What are their top daily frustrations?
= Not being able to sleep, low on energy, hard to concentrate on work, hard to socialize.
- What are they embarrassed about?
= Having a mental breakdown viewing it as a sign of weakness.
- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?
= They might feel burdened that their loved one has to suffer because of their situation. comparison with others who seem to be coping better with these problems. Some might think they are weak, not being able to accept the reality of the world.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
= Depending on what kind of friend he is, Good friend will say I am here with you on this. Let's work this out, try something, try again, try again.
- What is keeping them from solving their problems now?
= Financial condition, They might not trust therapy. Not being able to make a decision, Lack of support doesn't motivate them to address their problems.

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?

= Confidence, A strong belief in themselves. have meaningful connections with friends and family, feeling supported and understood. Energetic and Motivated to do the work. Constantly not worrying about being judged as weak.
- Who do they want to impress?

= Themselves, family, friends, colleagues

- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
= They will feel confident in their ability to deal with stress and challenges. They will not be afraid to confront difficult circumstances. Inner peace and emotional stability, connection with other people/ feeling of being understood, freedom to express themselves without any fear of judgements.
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
= If he/she is a good friend, he/she will say I am with you on this. Let's deal with this together.

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
= Resistance to Change: They may feel stuck in their current mindset, believing they can't change their thoughts or feelings. Unworthiness: They might think they don't deserve help, love, or happiness, which can prevent them from seeking support. Feeling Defective: Many believe there is something inherently wrong with them, leading to feelings of inadequacy.
- Who do they blame for their current problems and frustrations?
= Themselves, Family Members - some will blame family for their way of upbringing, Friends for not understanding them. Traumatic past experience, GF/BF. Those struggling with addiction may blame substances for their problems.
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
= They may have sought help but didn't find the right therapist or support system. External circumstances, like financial issues or lack of time, may have interfered with their ability to seek or maintain help.
- How do they evaluate and decide if a solution is going to work or not?
= Testimonials, Social Proofs, Positive Reviews on Social Medias and Google,
- What figures or brands in the industry do they respect and why? How will I know this?
= Well-known Therapists and Psychologists, Public figures who speak about mental health like The rock, selena gomez, jay shetty.
- What character traits do they value in themselves and others?
= Authenticity- They value honesty and openness especially about struggles and emotions. Supportiveness, They admire the bravery it takes to confront mental health challenges.
- What character traits do they despise in themselves and others?
= Judgmental Attitudes: They may despise when themselves or others are quick to judge, A

lack of patience with themselves or others can lead to frustration, especially when healing takes time.

- What trends in the market are they aware of? What do they think about these trends?
= Mental health apps, Online therapy sessions, Yoga
- What “tribes” are they a part of? How do they signal and gain status in those tribes?
= Mental health support group, spiritual and religious groups

Places To Look For Answers:

1. Your client’s existing customers and testimonials
2. Your client’s competitors customers and testimonials
3. Talking with anyone you personally know who matches the target market .
4. People oversharing their thoughts and feelings online
 - a. Youtube
 - i. (“My journey” type videos)
 - ii. Comments
 - b. IG
 - c. Facebook
 - d. Twitter
 - e. Reddit
 - f. Other Forums
 - g. Amazon.com Reviews
 - h. Yelp and Google Business/Maps Reviews

Basic Avatar

[PASTE IMAGE HERE]

Name:

Background Details

-

Day in the life:

-

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Sad People

2. Where are they now?

- a. Scrolling Facebook
- b. Current Levels
 - i. Pain/Desire 3/10 have some pain and discomfort but not severe
 - ii. Belief in therapy is moderate in Nepal 4/10
 - iii. Trust part is pretty low so if they had some customers in the past we have to get testimonials from them.
- c. Current State
 - i. Loneliness
 - ii. Frustration
 - iii. Afraid
- d. Dream State
 - i. Stress Free
 - ii. deep state of relaxation
 - iii. Fear Free Life
 - iv. relief

3. What do I want them to do?

- a. Stop scrolling and read the ad
- b. Click a link and book the session or Message us to know more about the service with the intention of booking.

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 read the ad
 - i. Color and Design
 - ii. Caption (Tired of Depression/Anxiety)
 - iii. The ad reflects my current state
 - iv. Multiple Image designs Reflecting my problem
 - v. Design Images and color
- b. Click a link and book the session or Message us to know more about the service with the intention of booking.
 - i. Take help in time. There's still a long way to go. You have to reach the peak of success."
 1. They are generating the immediate need by saying seek professional help right now there are a lot of things you can achieve in life.
 - ii. Text in the visible part of the image "You are not alone we are here to help you book a session"



Actual fb ad link:

<https://www.facebook.com/ads/library/?id=1015698556482333>

DRAFT



Body text:

Are you a victim of depression and anxiety?

You can be free from it right now.

Book your session