

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

EXAMPLE FUNNEL – PAID ADS



Business Type: Wedding Photography

Business Objective: Sales via Landing Page

Funnel Link:

<https://app.rapidbookings.com/v2/preview/pODX6jUL3LGRq4QS9sp2?notrack=true>

WINNER'S WRITING PROCESS

Who am I talking to?

90% Engaged-Women getting married within 1-2 years, primarily professionals aged 22-39 in corporate, legal, medical, creative industries, finance, and management fields, earning \$70k-\$90k+, residing in Montreal.

Where are they now?

- Researching on Facebook/Instagram/Google, looking for inspiration and solutions for their upcoming wedding.

Current Levels

- **Pain/Desire:** 7/10
- **Belief:** 3/10
- **Trust:** 3/10

Current State

- **Painful Current State:**
 - Afraid of having special moments poorly captured or missed.
 - Concerned about hiring an unprofessional/unorganized photographer.
 - Feeling uncomfortable or awkward during photo sessions.
- **Anger:**
 - Frustrated with feeling like just another client without personalized attention.
 - Upset with photographers who do not deliver photos that capture the essence of their wedding or take too long to deliver.
- **Top Daily Frustrations:**
 - Stress of wedding planning and ensuring everything goes smoothly.

- Coordinating with multiple vendors.
- Juggling busy schedules and managing time effectively.
- **Embarrassment:**
 - Feeling awkward in front of the camera.
 - Unable to post photos on social media because they are not as expected.
 - Not knowing how to pose or act natural.
 - Photos not turning out as hoped, especially when shared with friends and family.
- **Self-Perception:**
 - Overwhelmed and stressed.
 - Anxious about making the right decisions for their wedding.
 - Disappointed if expectations are not met.
 - Perceived by friends and family as stressed or overly worried.
 - Pressure from loved ones to ensure everything is perfect.
 - Seen as meticulous or perfectionistic.

Dream State

- **Desirable Dream State:** • A stress-free wedding planning process with clear communication and guidance from all vendors.
 - A photographer who feels like a friend, making them comfortable and capturing beautiful, candid moments effortlessly.
 - Stunning, high-quality photos that perfectly capture the essence of their special day.
- **Perfect Moments Captured:**
 - Every significant moment, big or small, would be beautifully captured. They would look back at their wedding photos and feel the emotions of the day all over again.
- **Flawless Execution:**

- The photographer would be highly organized, punctual, and professional, ensuring that no moment is missed and everything runs smoothly.
- **Beautiful, Artistic Photos:**
 - The photos would be a perfect blend of artistic and candid shots, reflecting their personality and the unique essence of their wedding.
- **Comfort and Confidence:**
 - They would feel comfortable and confident in front of the camera, knowing the photographer is skilled at making them look their best.
- **Personalized Experience:**
 - The photographer would listen to their needs and preferences, tailoring the service to match their specific desires and style.

What do I want them to do?

- Stop scrolling using an ad creative that grabs attention. I like this style, artistic and visual style. “Vibe-check” Make sure it initially matches her desires.
- Relate with the headline include dream state and painful state.
- Read ad copy feeling understood, like this is what they were looking for.
- Click the link (Learn more) and drive them to the sales page.
- Questions to answer (available, not weird, unobtrusive,

What do they need to see/feel/experience to take action?

1. **Stop Scrolling and Read Ad:**
 - **Attention-Grabbing Visuals:** Beautiful/emotional wedding photo/video, BTS Wedding photography, Pattern Interrupt
 - **Relatable Hook:** Start with a question or statement that resonates with their current frustrations or desires.
 - **Objective beauty:** Beautiful bride/couple

2. **Connect with Conversations in Their Head:**
 - **Empathy:** Address their fears and frustrations directly.
 - **Dream Visualization:** Paint a vivid picture of their dream wedding day and how I can capture their dream wedding photos.
 - **Authority:** Demonstrate expertise and credibility through testimonials and professional experience.
3. **Click the Link and Drive to Sales Page:**
 - **Clear Call to Action:** Make the offer enticing and easy to understand.
 - **Direct Offer Without Cost:** Mention a free consultation to lower the barrier to entry.
 - **Highlighting Dream State + Offer to Help:** Emphasize how you can make their dream wedding photos a reality.
 - **Community and Trust:** Mention the number of happy couples and positive reviews to build trust and authority.

Ad Creative Examples






Ad Copy

Headline: Avoid Bad Wedding Photos

Are you worried about missing out on the perfect wedding photos? You're not alone. Many couples fear their special day won't be captured the way they imagined.

Imagine having a photographer who truly understands your vision, who feels more like a friend, and who ensures every moment—big or small—is captured beautifully.




Here's what you'll learn by clicking the link:

-  How to avoid common wedding photo mistakes that leave you disappointed.
-  The secrets to finding a photographer who will capture your day exactly as you envision it.
-  Why choosing the right photographer is crucial to reliving your wedding day through stunning, candid photos.

Tap the button and watch the video now. P.S. It's completely free to watch.

Headline: Relive Your Wedding Day Forever

If you're engaged or planning to marry soon, and you want to ensure your wedding day is captured beautifully...

-  So you can relive every heartfelt moment...
-  Have stunning photos to share with loved ones...
-  And feel completely stress-free on your big day...

Then listen up! I recorded a quick 10-minute video that reveals the exact approach we use to create breathtaking wedding photos that perfectly capture your love story.

Imagine a wedding day where every special moment is captured flawlessly. This is the approach that has helped countless couples relive their wedding day through photos they'll cherish forever. So if you're curious about how we do it and want to learn more...

Tap the button and watch the video now. P.S. It's completely free to watch.

Headline: Stress-Free Wedding Photos?

If you're engaged or planning to marry soon, and you want to enjoy a completely stress-free wedding day...

- ✓ So you can focus on celebrating your love...
- ✓ Have peace of mind knowing every moment is captured...
- ✓ And work with a photographer who feels like a friend...

Then listen up! I recorded a quick 10-minute video that shows exactly how we create a stress-free photography experience, capturing every special moment without adding any pressure to your day.

Imagine your wedding day captured in a way that allows you to be fully present and enjoy every moment. This is the approach we've perfected to ensure you get stunning photos without the stress. Curious to learn more?

Tap the button and watch the video now. P.S. It's completely free to watch.

Headline: Don't Miss Any Wedding Moments

If you're engaged or planning to marry soon, and you're worried about missing those once-in-a-lifetime moments...

- ✓ So you can have every special memory captured...
- ✓ Avoid the regret of poorly captured moments...

✓ And ensure your photos truly tell your love story...

Then listen up! I recorded a quick 10-minute video that explains how we guarantee no moment goes uncaptured, ensuring your wedding photos are everything you dreamed of.

Imagine looking back at your wedding album and seeing every moment, every emotion perfectly preserved. That's what we strive for with every couple. Want to know how we do it?

Tap the button and watch the video now. P.S. It's completely free to watch.

Headline: Want to Feel Comfortable with Your Photographer?

If you're engaged or planning to marry soon, and you're worried about feeling awkward in front of the camera...

✓ So you can feel at ease on your big day...

✓ Get natural, beautiful photos without the awkwardness...

✓ And work with a photographer who knows how to make you comfortable...

Then listen up! I recorded a quick 10-minute video that outlines how we create a relaxed, enjoyable atmosphere for every couple, resulting in stunning, candid photos. Imagine feeling completely comfortable and confident in front of the camera, knowing your photos will be beautiful. This is how we help couples get the photos they love without the stress. Curious to find out more?

Tap the button and watch the video now. P.S. It's completely free to watch.

Headline: Don't Want Cliché Wedding Photos?

If you're engaged or planning to marry soon, and you're tired of seeing the same old stiff, posed wedding photos...

- ✓ So you can have photos that are as unique as your love...
- ✓ Get candid, natural shots that truly capture your day...
- ✓ And avoid the dreaded cookie-cutter wedding photos...

Then listen up! I recorded a quick 10-minute video that reveals how we create beautiful, authentic wedding photos that stand out from the crowd.

Imagine wedding photos that capture your love story in a way that's anything but ordinary. That's what we deliver to every couple we work with. Want to learn how we do it?

Tap the button and watch the video now. P.S. It's completely free to watch.

Headline: Marrying for Grandma?

Getting married because Grandma's been dropping *not-so-subtle* hints for years?

- ✓ Impress her with photos that she'll proudly display to all her bridge club friends...
- ✓ Capture every smile, tear, and hug that she'll treasure forever...
- ✓ And, hey, even make her believe you actually enjoyed planning the wedding!

Let's face it, you're doing this for the family as much as for yourselves. So why not ensure your big day is captured beautifully? Watch this quick video to see how we make sure even Grandma approves of your wedding photos.

Tap the button to find out how we do it. P.S. It's completely free to watch.

Headline: Impress Your Friends with Wedding Photos

Getting married and want your photos to make your friends a little bit jealous?

- ✓ Show off photos that'll have everyone asking, "Who's your photographer?!"
- ✓ Capture the day in a way that's *totally* Instagram-worthy...
- ✓ And make sure your wedding album is the envy of your friend group.

Let's be honest—you want your wedding photos to be the kind that everyone talks about.

Watch this quick video to learn how we make sure your photos are unforgettable.

Tap the button to see how it's done. P.S. It's completely free to watch.

Headline: Your Ex Missed Out

Your ex didn't want to put a ring on it? Their loss.

- ✓ Let's make sure your wedding photos show *exactly* what they're missing...
- ✓ Capture every stunning moment that proves you're living your best life...
- ✓ And create an album that'll make you say, "Thank goodness it wasn't them!"

Your wedding day is about celebrating your love story—the one that actually worked out. Watch this quick video to see how we help you capture the day *perfectly* and with just the right amount of sass.

Tap the button to see how it's done. P.S. It's completely free to watch.

Headline: Avoid Wedding Day Drama

Worried about capturing the *family drama* at your wedding? We get it—every family has "those" moments.

- ✓ Capture the good stuff and leave the awkward moments out of the album...
- ✓ Keep your photos focused on the love, not the drama...

✅ And ensure everyone looks their best, even *that* uncle.

Wedding days can be full of surprises, but your photos don't have to be. Watch this quick video to see how we make sure your wedding album is drama-free and full of love.

Tap the button to see how we do it. P.S. It's completely free to watch.

Headline: Show Your Ex What They Missed

Remember that ex who never saw the potential? Well, it's time to show them what they missed out on. Your wedding photos shouldn't just capture your love—they should scream, "Look at me now!"

Imagine a photographer who gets your vibe, someone who knows exactly how to capture your best moments and make your ex rethink every decision.

Here's what you'll gain by clicking the link:

- ✅ How to get wedding photos that'll make everyone say, "Wow, they seriously upgraded."
- ✅ The best tips for choosing a photographer who knows how to make your day unforgettable.
- ✅ Why your wedding photos should reflect your glow-up in every shot.




Tap the button and watch the video now. P.S. It's completely free to watch.

Headline: Impress Grandma with Stunning Photos

Getting married because Grandma insists you tie the knot? Make sure you give her photos she'll brag about at every family gathering.

Imagine wedding photos so perfect that even Grandma will admit she's proud of your choice—and that's saying something!

Here's what you'll gain by clicking the link:

-  How to impress Grandma (and everyone else) with stunning wedding photos.
-  The secrets to choosing a photographer who captures your family's joy.
-  Why your wedding album will be the family treasure for generations.




Tap the button and watch the video now. P.S. It's completely free to watch.

Headline: Get Insta-Worthy Wedding Photos

Worried your wedding photos won't be Insta-worthy? The struggle is real. Your big day deserves photos that make all your followers jealous—#WeddingGoals.

Imagine having a photographer who knows how to catch your best angles, making every moment social media gold.

Here's what you'll gain by clicking the link:

-  Tips for getting wedding photos that'll break the internet.
-  How to find a photographer who's as obsessed with perfect shots as you are.
-  Why your wedding will be the most talked-about event online.




Tap the button and watch the video now. P.S. It's completely free to watch.

Headline: Don't Miss a Single Wedding Moment

Don't let FOMO (Fear of Missing Out) ruin your wedding day. Make sure every special moment is captured so perfectly that you won't miss a thing.

Imagine having a photographer who's always in the right place at the right time, ensuring you relive every moment.

Here's what you'll gain by clicking the link:

-  How to guarantee no moment goes uncaptured on your big day.
-  The secrets to finding a photographer who's always on point.
-  Why you'll never have to worry about missing a memory.




Tap the button and watch the video now. P.S. It's completely free to watch.

Capture Your Ultimate Wedding Glow-Up

Body Text:

Your wedding day is your ultimate glow-up, and your photos should reflect that. Say goodbye to basic photos and hello to stunning, candid shots that show you at your best. Imagine having a photographer who not only captures your beauty but also brings out your inner glow.

Here's what you'll gain by clicking the link:

-  How to ensure your wedding photos are the ultimate glow-up.
-  The best tips for choosing a photographer who enhances your natural beauty.
-  Why your wedding album will be a masterpiece you'll treasure forever.

Tap the button and watch the video now. P.S. It's completely free to watch.

LANDING PAGE VIDEO SCRIPT (5-10 MIN)

If you're planning your wedding and want a photographer who feels more like a friend—someone who makes you feel at ease and captures your wedding day as it naturally unfolds—then you're in the right place.

Imagine your wedding day captured in a way that not only allows you to relive every moment but also ensures you enjoy a completely stress-free experience. This isn't just any photography service; it's a truly unique and tailored experience designed to capture your day exactly as you envision it. And what if I told you that this seamless and tailored approach is not only possible but guaranteed with my wedding photography services?

This way, you can stop worrying about missing those important moments that make your day so special or stressing over whether the photos will truly document your unique story. And if you don't believe me, I've worked with countless couples who had the same concerns as you and they couldn't be happier with their wedding photos.

Alessandra and Jason were worried that their wedding photos might look too posed, missing those genuine, unscripted moments. Ana and Anthony feared their wedding day would be stressful with so many details to manage. Lin & Mike dreamed of a photographer who could see through their eyes, someone who would capture the day exactly as they felt it—a day filled with love, laughter, and spontaneous moments.

Not only did I resolve these concerns, but each couple also received their beautifully retouched wedding gallery within just two weeks of their wedding.

Here's the thing, I don't work with every couple who inquires about my services. I only take on a limited number of weddings each year to ensure that each couple receives the attention and dedication they deserve. My schedule fills up quickly, and I'm already booking into the next season. So if you've heard enough and want your special day captured with the care and detail it deserves, then book your call now before my calendar is fully committed.

But if you're curious about the process that brings every couple's vision to life, let me share it with you in the next 90 seconds.

Many couples worry if their photographer will truly capture the essence of their day or if they'll end up with generic photos that don't reflect their unique story. Others fear the photographer might be intrusive or not know how to make them feel comfortable, turning a joyful experience into a stressful one. I understand these concerns because I've heard them from countless couples.

That's why I've developed a process that guarantees a seamless, stress-free experience. From our detailed consultation to our personalized wedding timeline, every step is designed to ensure that your day is captured exactly as you envision it—without

missed moments or added stress. And with my commitment to fast turnaround times, you won't be left waiting months to relive your wedding day.

Right now, I have limited availability for the upcoming wedding season, and once those spots are filled, I won't be able to take on any more couples.

Listen, the truth is, when it comes to hiring a wedding photographer, many believe it is just about showing up on your wedding day and taking photos. But in reality, that couldn't be further from the truth.

And trust me because I've spent hundreds of hours capturing weddings and learning from experts with 30+ years of experience, I've created a proven process that's uniquely tailored to each couple.

If you're serious about working with a photographer who is as invested in your day as you are, then you'll want to act quickly. What truly sets me apart and guarantees those unforgettable moments is my Personalized Wedding Experience. Let me walk you through how it works.

First, my detailed consultation method. Using this, I'm able to set myself apart from other photographers and understand exactly what you're looking for. This creates a connection and understanding that goes beyond the ordinary.

Next, our personalized wedding timeline session. Instead of leaving things to chance and risking unnecessary stress on your big day, we'll go through every detail together, ensuring everything is perfectly planned so you can enjoy a seamless and worry-free wedding day.

And then finally, on your wedding day, I'm there to capture every emotion, every glance, every laugh—without being intrusive. Allowing you to have fun, relax, and almost forget I'm there capturing your beautiful moments.

And the best part? You'll receive a beautiful, fully retouched gallery of your wedding photos within one to two weeks. This way, you can relive the joy of your wedding day almost immediately, and share those moments with your loved ones while the memories are still fresh.

So let me ask you this: What if you could have a photographer who not only understands your vision but is fully committed to making sure your wedding day is

captured exactly as you imagined? Would that give you peace of mind and truly allow you to live in the moment with the people who matter most?

Plus, not only that, I'll be there to guide you through the entire process—from planning to delivery—ensuring that your photos are a true reflection of your love story. And with my fast turnaround, you won't have to wait months like with other photographers to relive your wedding day.

Throughout the entire process, I'm just a call or message away, ready to answer any questions or discuss any ideas you have. My goal is to make sure you feel supported and confident that your wedding day is in good hands.

If this sounds like exactly what you've been looking for, then let's take the next step together. Just choose a time that works for you and your partner, and we'll chat. Below this video, you're going to see a calendar. Go ahead and pick a time that works best for you and your partner, and we'll have a quick chat to see if we're a good fit.

Because listen, the honest truth is, when it comes to choosing your wedding photographer, you're going to invest one way or another, you can either hire a sub-par wedding photographer, live with basic-looking photos for the rest of your life, risk missing those once-in-a-lifetime moments, and end up with an experience that adds more stress to your big day. Or take the time to connect with a professional photographer now and be able to cherish your dream wedding photos for the rest of your lives. Let's make sure your special day is captured exactly how you've always dreamed, without the risk of poorly captured moments.

You've put so much effort into planning your wedding day, and the thought of missing even one special moment is terrifying. But imagine the relief you'll feel knowing that every glance, every smile, every tear is captured perfectly.

I do have to say, this isn't for everybody. There is a qualification process. We just have to make sure it's a good fit for everyone involved.

I work with a select few couples each year to ensure you get nothing but the best. If you want in, now's your chance. So, if you're serious about having your wedding captured in a way that truly reflects your love and your day, then let's connect and see if we're a match.

But really, to sum it up, if you're looking for someone who will not only take beautiful photos but also understand and capture the essence of your day while being with you every step of the way, then I'd love to learn more about your wedding.

Don't let your once-in-a-lifetime day be captured by someone who doesn't understand your vision. Secure your spot now before someone else books me on your date..

Below this video, you'll see a calendar page to book your call. Pick a time that works best for you and your partner, answer just a few quick questions so I can get to know you and your love story better. And if I feel that I can actually help you, we'll definitely discuss all the details. If not, no hard feelings. We'll part ways. But either way, you don't have a whole lot to lose but everything to gain.

Remember, availability is limited, so don't wait too long to secure your spot. Book your free call below and let's capture your unforgettable memories together.

(Play testimonial videos after final CTA to reinforce trust & belief)

THANK YOU PAGE VIDEO SCRIPT (1-2 MIN)

Hey there, first off, a huge thank you for scheduling a call. I'm seriously excited about the chance to dive into your wedding plans and see how we could work together to make your special day everything you've dreamed of. Now, this is not just a call, it's a big step towards creating lasting memories that you'll cherish forever. I'm Johnathan Houle, and here at Johnathan Houle Photography, we're redefining the experience of wedding photography. We're here to help you feel completely at ease, ensure that all those special moments are beautifully captured, and give you the freedom to enjoy your day without any worries. This means you can finally relax and focus on what really matters—celebrating your love with the people who mean the most to you. And the best part, all of this is built upon our proven approach, which we've carefully refined with countless couples just like you.

So now, here's what's going to happen next. On our upcoming call, we'll dive into the details of your wedding day. We'll really unlock and uncover your vision, discussing how we can capture every moment just the way you've imagined. Then, we'll map out precisely how our photography style and approach can make your wedding day truly unforgettable.

So if you've made it this far, make sure you mark the date and time of the call on your calendar and set a reminder so you don't miss out. And down below this video, you're going to find some resources like client galleries, testimonials, and valuable content about our process. Feel free to check out some galleries and ready testimonials so you're well prepared for our call. And once again, thanks for scheduling a call with me—I can't wait to talk with you!

