

Torbjørn IG content

Winner's Writing Process

What specific business objective am I seeking to accomplish? Why is it important?

- I'm writing a reels script so my client can get more organic attention and interactions - with the goal of having them book a free "clarity conversation"

What part of their online presence/funnel is needed to accomplish this business objective?

- IG reels.

Who am I talking to NOW?

- Men and women - mostly women.
- Average income - 3k-4k a month.
- Age group - 30-60 years old.

Where are they now?

- Current state
 - Low energy.
 - They don't understand themselves that well.
 - They're unable to see and read themselves.
 - They're living a in chaotic time in their lives, without any direction.
 - They've always struggled in making good choices in their life.
 - They stall things till the last second.
 - Afraid of letting go of things.
 - They don't love themselves for what and who they are.
 - For a long time they have been asking themselves and the universe how they can reach their goals.
 - They spend a lot of time pondering their current life.
- Dreamstate
 - More energy and feel like they have a higher success rate in daily activities in their lives. —
 - They have a comprehensive understanding and insight of themselves.
 - They're living a more authentic life.
 - They've learnt a lot about themselves —

- They feel like new doors have been opened inside them that they didn't know they had.
- After getting better at making choices, they feel 100% safe in the choices they make.
- They love themselves for what and who they are.
- They feel peace, ready and safe to start walking their own path.
- Something massive and real woke up in the deep of their soul, which means they 100% found themselves.
- They're better at making brave choices, leaving them ready for every challenge they face.
- They feel more empowered.
- They feel like a powerful force of love and goodness in this world.
- They feel like they're living their true self.
- They feel satisfied because they're living the life they want to live.
- Roadblocks
 - They don't know themselves fully, not living their true self.
- Mechanism/solution
 - Mechanism/solution would be to talk to someone who's gone through the same challenges they are facing, and to help them find themselves.
- Objections
 - They're skeptical about getting into all the "spiritual" stuff.
 - Their everyday life is too hectic with their partner, kids and work, so they don't have time for this.
- Market awareness - stage 2 problem aware - call out problem and then offer solution.
- Market sophistication level 3-4 - Use mechanism/ show why mechanism is better than every other.
- Levels
 - Pain/desire - moderate - not actively searching for help.
 - Belief in idea - low to moderate.
 - Trust in company - low.

Where do I want them to go?

- Stop the scroll.
- Watch reel.
- Visit profile.
- Click the link in bio and book a free call.

What are the steps I need to take them through to get from where they are now to where I want them to go?

- Stop the scroll.

- Calls out target audience and how a pain they're experiencing **came up in the first place.**
- Watch reel.
 - Amplifies pain.
 - Presents solution.
 - Create curiosity and show why solution will help reach their dreamstate.
 - CTA.
- Visit profile.
- Click the link in the bio and book a free call.

Top players & outlines

<https://www.instagram.com/shamandurek/reels/>
<https://www.instagram.com/aarondoughty44/reels/>

Calls out the target audience and how a pain they're experiencing came up in the first place.

Amplifies pain.

Presents solution.

Create curiosity and show why solution will help reach their dreamstate.

CTA.

DRAFT 1

If your life feels directionless, you're not alone.

You've always had that nagging feeling that something's missing, that you're not living the life you truly want.

The doubt and all the time spent pondering about your life - it's all too familiar.

But how would you feel if you could finally live your true, authentic self, making decisions with clarity and confidence?

Start by talking with someone who's been where you are.

Imagine feeling like a powerful force of love and goodness in yourself, unlocking the potential to live with a driving purpose.

I'm currently offering free clarity calls to help you take the first step toward living your true self and feeling empowered.

So if you're ready for a change, click the link in my bio to book your free call today!

DRAFT 2

If you feel like you're going through life without a clear direction...

You're not alone.

I remember trying to find inner peace and freedom, but I felt like an invisible force pulling me back.

There were days when I felt so anxious and afraid about my future that I would close like a turtle would in their shield...

And bite my nails so long until they bled.

Sound familiar?

Well, that's when I discovered that talking to someone who's gone through the same challenges...

... allowed me to make the brave choice, and love myself for who I am.

And trust me, you'll be shocked at how easy and quick it is to live your true self when you have someone to support you.

It'll take you 10 times longer if you try to go at it alone.

So, if you're ready for a change, comment "mentor" below.