

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Repo Car Dealership
(Automart.PH)

Business Objective: Get More Attention

Funnel: via FB / Meta Ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- A. People who are looking to buy a car
- B. Someone with at least 15k disposable income per month (High Rank in corporate ladder)
- C. A family looking for a vehicle
- D. A person looking for a car upgrade

2. Where are they now?

- A. Searching FB/Meta marketplace
- B. Current Levels
 - **Pain/Desire: 3/10** | Fed up with the worst commute situation. They can afford a taxi but it is still expensive it would be best to have a car—someone who can afford a car but is just looking for now.

- **Belief in the Idea: 6/10** | They have experienced advisers who help streamline the transaction and offer trade-ins as well as bank financing.
- **Trust in Automart.PH:** Moderate to High 7/10
- **Current State:**
 1. Looking for a great car for the right price
 2. Skeptical about buying a 2nd hand car
 3. They are looking to have someone help them through the process of buying a car
- **Dream State:**
 - A. Driving their desired car in comfort knowing they got it on a good deal
 - B. Affordable
 - C. Low mileage and almost brand-new
 - D. Stress-free transaction

3. What do I want them to do?

- Stop Scrolling and pay attention to the ad
- Click the link to search for their desired car and book an appointment to buy it

4. What do they need to see/feel/experience to take the action I want them to, based on where they are starting?

Actual Ad: <https://www.facebook.com/ads/library/?id=8584196308270699>

- A. Stop Scrolling and pay attention to the ad
 - Used Cars with Warranty + Money Back Guarantee (Increasing Trust)
 - Highest Quality Cars (Desire)
 - Brand Certification (Automart PH Certified Vehicle)
 - Display of Actual Product
 - Showing off their best services
- B. Click the link to search for their desired car and book an appointment to buy it
 1. ACV (Automart PH Certified Vehicle)
 - 5-day Money Back Guarantee
 - Make sure that the unit is in excellent condition (Free PMS and No Tampering)
 - Awesome Detailing (Exterior + Interior)
 - Warranty

DRAFT

Body Text

Excellent Used Car Special

1 Week Money Back Guarantee!

Restored as if Brand New

Need Financing? We Got You!

No Hidden Charges!

Freebies & Inclusions!

- Free Transfer of Ownership
- HPG Clearance
- Deed of Sale (Notarized)
- Processing Fee / Chattel
- Full Car Detailing
- Rubbing / Wax / Buffing

EXCELLENT USED CAR

- ONE WEEK MONEY BACK GUARANTEE!
- RESTORED AS IF BRAND NEW
- NEED FINANCING? WE GOT YOU!
- NO HIDDEN CHARGES!
- FULL SUPPORT DOCUMENT PROCESSING

Freebies and Inclusions

- Free Transfer of Ownership
- HPG Clearance
- Deed of Sale (Notarized)
- Processing Fee / Chattel
- Full Car Detailing
- Rubbing / Wax / Buffing

