

WINNERS WRITING PROCESS

Business Type: arabic psychology courses

Business Objective: more clients

Funnel: get more clients , via instagram adds

WINNER'S WRITING PROCESS

1. Who am I talking to?

- A. Mostly Women but some men to
- B. Middle eastern countries
- C. Scrolling on instagram / youtube
- D. Level 1-2 problem aware / unaware
- E. High class people
- F. Generally aware people
- G. married / divorced people
- H. 22-35 and also above 35 possibility

2. Where are they now?

- A. Want to solve their inside problems
- B. Want to connect with themselves more
- C. Want to Master helping yourself

- D. Want to learn how to be a therapist
- E. Inside the instagram page / scrolling on the content
- F. Want to change / transform their identity
- G. Some people think its too expensive and want discount
- H. They want a session with the therapist
- I. Stage 3
- J. Trust : low
- K. Desire : medium
- L. Belief : low
- M. Current state
 - I. Have some traumatic experiences
 - II. Doesn't know have to solve their problems
 - III. Lack self love / awareness
- N. Dream state
 - I. Know how to treat themselves
 - II. Have treated old traumatic experiences
 - III. Are in a good mood and are grateful
 - IV. Have mastered solving traumatic experiences

3. What do I want them to do?

- A. Attention (stop scrolling)
- B. Ig posts / reels
- C. Go to website
- D. See products
- E. Chose the product for their specific problem
- F. The goal is to encourage visitors to sign up for recorded healing sessions or book online therapy sessions

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. Attention (stop scrolling)
 - I. Stop and look at the post
 - II. Get problem aware from the content
 - III. Click on the website
- b. Go to website
 - I. See the home page
 - II. Go to product's home page
 - III. See testimonials and detailed information about the benefits and outcomes of the healing sessions and training programs.
 - IV. Meet the therapist and know her better .

- c. Chose the product for their specific problem
 - I. increase their trust of the product and desire for the outcome
 - II. See the testimonials and increase their belief
 - III. Decide to buy the course

- d. Buy the course / take a appointment to a live session
 - I. Go to sales page
 - II. See the course information
 - III. Click on the CTA
 - IV. Get a confirmation page
 - V. Get a thank you page

DRAFT