

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Online Clothing store/Brand (LVSH)

Business Objective: Get more traffic

Funnel: IG/META ADS

EXAMPLE FUNNEL – PAID ADS



WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Men from age 16-35

2. Where are they now?

- a. Scrolling on IG
- b. Current levels:
 - i. Desire- 5/10 have desire to dress fresh for christmas/in general
 - ii. Belief - 4/10 believe they will receive a good quality product/piece of clothing (because they have not yet received one)
 - iii. Trust - 3/10 trust the brand because it is still a new brand/store, only been out for about a year
- c. CURRENT STATE OF THE CUSTOMER:
 - i. In need of new clothes/Better quality clothes
 - ii. In need of feeling better while being dressed/Dressing better
 - iii. In need of showing off stylish pieces of clothing
 - iv. In need of attracting females by dressing fresh/Feeling fresh
- d. DREAM STATE:
 - i. My order arrived on time.
 - ii. Good selection of clothes, well presented, excellent quality
 - iii. Amazing quality , amazing customer service, amazing sizing
 - iv. i am 100% ordering from here again and i'm so glad i came across this quality brand
 - v. loved the t-shirt.
 - vi. excellent experience
 - vii. would buy again definitely

3. What do I want them to do?

- a. Stop scrolling and watch ad!
- b. Click link with the intention to BUY T SHIRT(s)

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. See Appealing/attractive ad they can stop scrolling for and look at
 - i. Different angles of the clothing piece
 - ii. The brand logo
- b. Want to Click link with the intention to buy a T-shirt
- c. Feel like the T-shirt is affordable enough to buy now
 - i. irrefutable discount offer (10%OFF your first order)
- d. Feel like the piece will look good on them
 - i. Good modeling poses
- e. Neutral colors on ad that could make the piece stand out
- f. Feel like that is the type of clothes they would wear
 - i. Model appearance (hair,skintone,age,etc.)
- g. Give the piece a Name to be shown on ad too
- h. Feel the lifestyle
 - i. We Living LVSH" motto