

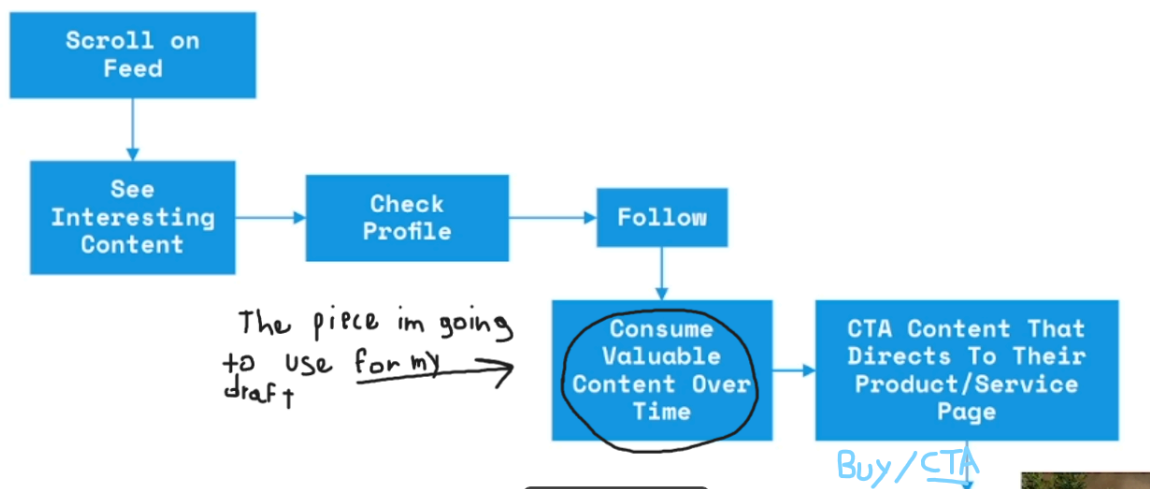
TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Social media agency

Business Objective: Help business owners grow and sell on social media

Funnel: Via ORGANIC CONTENT ON SOC. MEDIA

EXAMPLE FUNNEL – SOCIAL MEDIA



WINNER'S WRITING PROCESS

1. Who am I talking to?

-Middle aged People who are struggling with understanding how the game works with the desire of scaling their business

2. Where are they now?

3. Consuming valuable content
4. Current levels
5. Pain/Desire 4/10 they have some pain because they cant reach out to new people, resulting to them being able to sell less OR they don't have a business yet but they have the desire to start one through the social media agency services
6. Belief in the idea of a social media agency being able to help their business - 5.2/10
7. Trust in the company /10
8. Current state - "the algorithm is annoying, how am i going to fix my issue?" "Its really frustrating that all the other business owners like the ones shown in the (Valuable content and service page) Were able to achieve such results?! I need to be like them too"
9. Dream state - Being successful and popular, the price i paid was worth it,satisfaction

10. What do I want them to do?

11. CLICK THE LINK TO MY SERVICE PAGE, PLACE VALUE TO THE SERVICES IM ABOUT TO OFFER AND BOOK A SESSION WITH ME

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

13. Stop scrolling and consume the valuable content
14. High value content that offers solutions to problems
15. Engaging and popular content - proving that the social media agency itself can do a good job
16. After thinking of all the opportunities and placing value to the services im offering, check my profile and go over to my service page with the intention to book a session
17. Book a call -> Choose date and time
18. They need to have the desire of being like one of the personal brands / businesses shown in her valuable content page

19. And the pain of the current state they are

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