

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Digital marketing guides

Business Objective: To sell more digital marketing guides.

Funnel: social media

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Women who want to build an online business who are willing to take risks, take action and make their success non-negotiable.

Stay at home moms with children aged 0-15 who want to create more time and financial freedom. They have a household income of less than \$80k annually, are computer literate, and are familiar with social media.

2. Where are they now?

- a. Scrolling on social media consuming content of their favourite creators who have “made it”
- b. Searching for someone to teach them the skills to become successful online, someone who won't sugar coat the work that has to go into being successful.
- c. They believe that it is possible to make money online but believe they need someone who has “made it” to show them the way without the BS
- d. They are skeptical of online influencers/affiliate markets promoting digital products because they have bought and been burned before - had expectations of making money right away based on misleading marketing and inflated social proof.
- e. Have limited beliefs that they have the skills/talent to make money online.
- f. Feeling desperate about their financial situation, and have tried several other unsuccessful ways to bring in extra income.

- g. Don't want to live on a lean budget and cut out things they like doing to save money, rather they want to increase their income not decrease their expenses.
- h. Feel guilt and shame for not being somewhere else financially in their life at this stage.
- i. Feeling overwhelmed by all of the rising costs and unsure how to maintain their life if nothing changes for them financially.
- j. Tired of fighting with their spouses about money and feeling like there is never enough no matter how hard they try.
- k. They feel like a failure to themselves and their families.

3. What do I want them to do?

- a. Stop scrolling
- b. Consume the content
- c. Follow the page because of their valuable content
- d. CTA - Comment FREEDOM
 - e. Click the link
 - f. Buy the program

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. They need to SEE where you started and where you are now - BEFORE/AFTER to know if they can relate to you and if your content will be applicable to them.
- b. They need to feel that it is possible for them, that they are capable of learning and doing so they can have what's on the other side
- c. They need to experience relatability- if you can do it so can they.
- d. They need to experience feeling inspired and “seen” in the messaging - you speaking to their fears and offering them the solution.
- e. They need to feel what it would be like to not have to worry about money, to stop fighting about money with their spouse and to not have to send their kids to daycare while they go to their job.

DRAFT

YOU WANT TO START SELLING DIGITAL PRODUCTS ON SOCIAL MEDIA



MAKING MEMORIES

THAT LAST A LIFETIME



Caption:

It's no accident you came across this post today.....

I know you know you were made for more. That 9-5 life just isn't for you and you're TIRED of working the best years of your life in a job that drains you...

You want FREEDOM to travel, or to have more than 30 minutes to grab lunch with the girls. You really want to shop without checking your bank balance before actually cashing out to make sure you have enough funds to cover the transaction because you'll die of embarrassment if your card declines (again) and you have to put items back, pretending you don't know how they got there.

Or to be able to finally stop shopping clearance sales and start buying the name brands that you want. I HATED being broke and having to decide which bill I would prioritize, or wondering how we could afford the dental work we needed that benefits didn't cover.

TRUST me I've been there too and I remember how ashamed I felt not knowing how to turn our situation around or help my family. I promised myself I would find a way out, that I would be the ONE to change our financial situation forever... digital marketing was the vehicle that changed it all for me

Here's how to tell you're ready for Digital Marketing

- 1) You want more time (and money) to spend on the things and people you love.. You're tired of barely seeing your family and trading your hours to someone else for a paycheck that doesn't cut it anymore
- 2) Location FREEDOM is something you dream about - being able to work from home, your favourite cafe or while you're on vacation
- 3) Increased income, you want to make more money but you don't want to work more hours at a JOB. You want to make money while living your best life and enjoy the benefits of your hard work NOW!
- 4) You have a passion that you want to share with others - maybe you have the BEST recipes, or you cracked the code on gentle parenting that WORKS and you no longer shout at your kids.... You want to help other women get their Libido back after babies, whatever IT is you have it - and want others to experience that same transformation.

Comment "FREEDOM" below to grab my How to get started in Digital Marketing guide and join the masses of women making life changing money online TODAY!

See what students are saying about the program

"I have to say, your digital product starter kit is
GOLD"

"Soft launched my digital guide yesterday while we were flying across the country. Didn't expect any sales cause I haven't really promoted yet and I got my first 3 sales while we were in the air! I think I'm officially obsessed. Thank you for your program, it was amazing and everything I needed to get rolling"