TOP PLAYER ANALYSIS WINNER'S WRITING PROCESS

Business Type: Financial Advisor

Business Objective: Convert cold traffic into leads

Funnel: Paid ads

WINNER'S WRITING PROCESS

Who am I talking to?

1. People over 55 who want to:
    a. Minimize Taxes
    b. Maximize Retirement Income

c. Optimize Stock Compensation
d. Make Work Optional
e. Invest Confidently
f. Help Future Generations

Where are they now?

1. Solution aware
2. Stage of Sophistication 5
3. Funnel
    a. Scrolling on social media (Instagram for artists, LinkedIn for professionals, Facebook).

What are they afraid of?

1. Missing tax deadlines and potential penalties

What are they angry about? Who are they angry at?

1. Wasting time on confusing accounting tasks that take away from focusing on growing their business.

What are their top daily frustrations?

1. overwhelmed by the complexity of accounting and bookkeeping, and the constant worry of making mistakes.
2. limited time to manage bookkeeping and tax filing.

What are they embarrassed about?

How does dealing with their problems make them feel about themselves?

1. Feeling inadequate compared to other entrepreneurs who seem to have their finances under co

What do other people in their world think about them as a result of their problems?

If they were to describe their problems and frustrations to a friend over dinner, what would they say?

1. I had issues with unpaid taxes and was completely overwhelmed they knew how to help and even spoke to the IRS on my behalf. Reach out to them with complete confidence for all of your tax needs!

DESIRABLE DREAM STATE

If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?

Easily track their business finances and understand their financial health.

Who do they want to impress?

1. Investors: they want a strong financial foundation to attract investment and secure funding for future growth.

How would they feel about themselves living in their dream state?

What do they secretly desire most?

If they were to describe their dreams and desires to a friend over dinner, what would they say?

1. Meet the VAT requirements on time….
2. Examining my returns and providing expert advice to me.

VALUES AND BELIEFS

What do they currently believe is true about themselves and the problems they face?

1. A strong online presence is crucial for success in today's market.

Who do they blame for their current problems and frustrations?

Have they tried to solve the problem before and failed? Why do they think they failed in the past?

1. They might have used free accounting apps but found them limited or frustrating.

How do they evaluate and decide if a solution is going to work or not?

1. Solutions that are user-friendly with mobile accessibility, integrate seamlessly with their existing tools and offer clear pricing models.

What figures or brands in the space do they respect and why?

What character traits do they value in themselves and others?

1. transparency, authenticity, and a commitment to social responsibility.

What character traits do they despise in themselves and others?

1. Inauthentic marketing, hidden fees, and a lack of understanding of the specific challenges faced by early-stage businesses.

What trends in the market are they aware of? What do they think about these trends?

PRODUCT

What do they like about the product?

1. quick and fast service.
2. professional committed and customer oriented.
3. This difference recognized is in the USP

What do they hate about the product?

1. Follow-ups

What solution would they want?

1. **Freemium Model:** A free basic plan with limited features to try before they buy, with paid upgrades for additional functionality.
2. **Educational Content:** Social media content that breaks down complex financial concepts into easily digestible pieces.
3. **Mobile App:** A user-friendly mobile app for on-the-go access to financial data and management tools.
4. **Integration with Popular Tools:** Seamless integration with popular business tools they already use (e.g., e-commerce platforms, payment processors).
5. **Community Building:** A supportive online community where they can connect with other entrepreneurs and learn from shared experiences.
6. Personal and business taxes for the past several years. They also handle our bookkeeping and payroll work.

1. Levels
   a. Desire - 6/10
   b. Certainty - 7/10
   c. Trust - 5/10

What do I want them to do?

1. Stop the scroll
2. Click on download

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

1. What is he offering in exchange for their contact?
    a. Free eBook
        i. 5 tax Reduction Strategies for Marketing Agencies
2. What does the ad showcase?
    a. Image
        i. Show the book with it's title: 5 TAX REDUCTION STRATEGIES FOR MARKETING AGENCIES
        ii. Full name - CPA
    b. Content
        i. Call out the target market
        ii. Discover the features that target market is using to achieve desired outcome
        iii. Get a copy of the e-book now
        iv. Link driving to the landing page
3. What does the landing page showcase?
    a. Brand logo
    b. Eyebrow
        i. The trusted [profession] for your [business type]
    c. Headline
        i. Call out the target market
        ii. Ask a question saying that most target markets miss out on the topics discussed in the book
    d. Subheadline
        i. What desired outcome the target market can achieve just by implementing one of the strategies discussed in the e-book
    e. Lead
        i. From the desk of [name and profession]
        ii. Dear target market
        iii. Address their pain points with a question and say if they agree
        iv. Agitate the pain and show what are the things they are struggling with

v. Winter catalyst: mention a problem (like the rising costs) that makes even a normal situation, like (making the same profit as before) tough
vi. Guru credibility
    1. Introduce yourself and what you specialize in
    2. Understand the struggles the target market is facing
vii. Address the biggest challenge that is keeping the target market from achieving the desired outcome (tax bill…)
viii. What are the reasons this challenge happened?
ix. Reason why this book: most of the target market are unaware of the solutions required to achieve desired outcome
x. Introduce the book
    1. TItle
    2. Book’s image
    3. Download Your Free Copy Of My eBook to [acheive a specific result]
    4. CTA: YES! Gimme My Free eBook!
xi. What you’ll discover inside
xii. Now Is The Time To [achieve desired outcome]
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xvi. Book’s title
xvii. CTA: YES! Gimme My Free eBook!
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xix. Click the blue-button above and enter your name and email address to get a PDF copy of the e-book in your inbox in minutes
xx. Talk to you soon,
xxi. Sign off

Ad

Affluent retirees over 55!

Are you tired of worrying about outliving your money and paying too much in taxes?

Discover today’s proven retirement strategies that retirees over 55 are using to slash their taxes and boost their retirement income.

Get a free copy of the booklet now!

Lead magnet

The trusted financial advisor for your retirement

Affluent retirees over 55!

Did you know most people will run out of money by the time they hit retirement?

Discover the worst financial challenges retirees over 55 are facing down the road – and how to fix them.

From the desk of Scott Sierens, trusted financial advisor,

Do you agree that most retirees will struggle to keep up with the increased life span and healthcare costs?

Most retirees won’t have enough money to provide for their and their loved one’s healthcare.

And to make things even worse, inflation will only make your finances tighter.

I’m Scott Sierens, and after helping countless retirees boost their retirement income…

I understand how overwhelming it is to plan for your retirement when all you wonder is if you’ll be able to cover your expenses.

The truth is that the days of relying on Social Security and pensions to fund your retirement are disappearing.

That’s becasue Social Security benefits are calculated based on working years and salary.

However, most retirees don't know that planning for your life-long income must address a variety of possible scenarios, that's why I created this booklet.

WILL YOUR MONEY LAST AS LONG AS YOU DO?

Download Your Free Copy Of The Booklet And Plan For A Comfortable Retirement

YES! Gimme My Free eBook!

What you'll discover inside

How to live longer in retirement and how to minimize your taxes, *legally*

The easiest "escamotage" you can follow to protect from increased healthcare expenses

The only figure that will help you live a stress-free retirement (it's NOT Social Security)

WILL YOUR MONEY LAST AS LONG AS YOU DO?

Now Is The Time To Plan For You Comfortable Retirement

Download Your Free Copy Of The Booklet Today...

YES! Gimme My Free Booklet!

If you want to discover the worst financial challenges retirees over 55 are facing down the road – and the exact strategies you can follow to protect your hard-earned money, you absolutely want to download this free booklet.

Click the blue button above and enter your name and email address to get a PDF copy of the booklet in your inbox in minutes

Talk to you soon,

Scott Sierens

Message

Hey Scott,

I like how you cater your service to retirees over 55 – that sets you apart from other financial advisors catering to a broader audience.

I have an idea to help you book more appointments by running a paid ads funnel.

I noticed you ran two ads in 2021 but only for a one-time event.

The one I crafted for you below could help you get more leads predictably.

Because it drives to a landing page, which I also created, that you can run for as long as it generates leads for you.

If you like it, I have a few more ideas to help you generate more traffic organically by optimizing your SEO and crafting more compelling YouTube headlines.

Thanks,

Angelo