

Tao Of Marketing Live Example:

* What's the Business objective?

Why is this objective important?

What part of the Funnel?

Winner's Writing Process

1. Who am I talking to?

a. **Age:**

b. **Gender:**

c. **Location:**

d. **Family status:**

Where are they at now?

e. ? (Physically)

f. ? (What are they doing)

g. Level of Awareness -
- ? (See Diagram)

h. Sophistication Level
- ? (See Diagram)

i. Current State:

i. ?

ii. ?

iii. ?

iv. ?

v. ?

vi. ?

j. Dream State

- i. ?
 - ii. ?
 - iii. ?
 - iv. ?
- k. Solution -
 - ?
 - .
 - .
- l. Product -
 - ?
 - .
 - .
- m. Current desire -
 - ?
 - .
 - .
- n. Belief in idea/solution -
 - ?(High, Mid,...) (EXPLAIN WHY)
- o. Trust in company -
 - ?(High, Mid,...) (EXPLAIN WHY)

2. What do I want them to do?

- a. ?
- b. ?
- c. ?
- d. ?

3. What do they need to experience/think/feel to do that?

- a. ?
 - i. a.1?
 - ii. 1.2?
 - iii. a.3?
 - iv. a.4?
 - v. a.5?
- b. ?
 - i. b.1?
 - ii. b.2?
 - iii. b.3?
 - iv. b.4?
- c. ?
 - i.c.1?

- ii. c.2?
- iii.c.3?
- iv. c.4?

4. Why us?

- ?
- .
- .
- .

Show dream state

- ?

What Type of Play And How?

- ?
- .
- .

CTA section

- ?
- .
- .
- .

GENERAL NOTES