

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Logistics and Courier

Business Objective: Get more clients, preferably business owners

Funnel: Paid ADS, Referrals

WINNER'S WRITING PROCESS

1. Who am I talking to?

- 2. Mostly Middle Aged Business Owners
- 3. People Who need to ship and handle Logistics. Or are already working with logistics.

4. Where are they now?

- 5. They are probably running the company, maybe in need of new logistics partner.
- 6. Their desire would be around 4/10 because they probably already have a logistics partner but may need a new one if their current one is not good enough.
- 7. Their belief is 10/10 i don't think that they would think the product wouldn't work.
- 8. Their trust in the business would be about 7/10 the reason being that my client is not entirely new in the market he has some years in. However he is new for new clients and not the biggest in the space so the trust can't be maxed out.

9. What do I want them to do?

10. I would want them to see the ad and stop for a moment, i would want them to analyse what their current logistics partner does right and does wrong and i would want them to compare it to my client so he can make a switch.

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

12. I would want them to see parts of the ad which put out the fact that they ship in a lot of countries, so if the potential client cant ship in a particular country with his logistics partner he can decide to give in a call.
13. I would want him to see the analystics of how the company operates, how much they can ship in one go/ how fast they can ship it. Its important because people in this field are very sophisticated clients they need to know the standard at which the business operates so they can make a decision.

DRAFT



Ju ka ndodhur te prisni disa dit sepse produkti juaj vjen me vones ose ka probleme me doganen?

Ju ka ndodhur qe te merreni me me shum se nje Partner Transporti sepse ai qe keni tani nuk dergon tek nje shtet qe deshironi ju?

OmlL e ka zgjidhjen!

-Dergojme ne mbi +13 Shtete



-Dergesa super te shpejta kudo brenda javes! ⚡⚡

- Mos u lodh kot per te gjetur nje partner ne biznes!
Telefono tani dhe do tju tregojm pse jemi te duhurit per ju!