

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Athletic Footwear

Business Objective: Sales

Funnel: Via Paid Ads/FB

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a) People who want sporting goods
 - i) Shoes
 - ii) Good service/customer service
- b) Back to school
 - i) Parents
 - ii) Kids

2. Where are they now?

- a) Scrolling on FB
- b) Current levels

- i) Pain/desire - 2/10 (The person scrolling doesn't need shoes but understands the idea of back to school shopping and how students need new shoes but it isn't a necessity to have at the moment).
 - ii) Trust in the joint - very low - 1/10
 - iii) Trust in the shoe (product) - very high - 9/10 (Nike)
- c) Current State
 - i) Kids want new shoes for the beginning of the school year
 - ii) Shoes are too old or don't fit anymore
 - iii) Want affordable back to school shopping
 - iv) Parents want their kids to be excited for school
- d) Dream State
 - i) Amazing service by friendly, knowledgeable staff! There are lots of great deals on summer wear and everything you need for sports.
 - ii) Great shoes for kids that fit true to size and feel comfortable for all day use
 - iii) Affordable shoes

3. What do I want them to do?

- a) Stop Scrolling and read the ad
- b) Click the link to the website to buy the shoes

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) Stop Scrolling and read the ad
 - i) The image pops out from the ad by the red border around it
 - ii) Contrast to highlight different aspects of the ad
 - iii) Use back to school to entice parents to shop for school purposes
 - iv) Opportunity for parents to get something for their kids for back to school
 - v) Displays different shoes that might interest the buyer
 - vi) Movement to animation at the beginning and end of the ad
 - vii) Use upbeat music to produce chemicals like dopamine in the brain to make buyers want to buy
- b) Click the link with the intention of buying the product
 - i) Put your best foot forward. Shop footwear at Sport Check
 - 1. Offer dream state + Offer to help
 - ii) Back to School
 - 1. Uses a period of the summer holiday to bring shoppers to buy and have a reason to buy

- iii) Different pictures of kids wearing shoes
 - 1. Social proof + FOMO
- iv) Step into the new semester → Shop now

DRAFT



Body Text:

Do you want affordable, great shoes for kids that fit true to size and feel comfortable for all day use? Team Town Sports is here to help.

Step into the new semester → [Shop now](#)