

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Kitchen's knife

Business Objective: Outcome in the google search

Funnel: Google Search

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. People that need to buy knife, just high attention
- b. Kitchen people, some cool knives for guards, whatever...

2. Where are they now?

- a. They are in google search
- b. Current levels:
 - i. Deserve/want - 5/10 they are already searching for it, it's a high intent.
 - ii. Belief that will work - 4/10 again they are searching, they must belief that will work out
 - iii. Trust - 2/10 they don't know you
- c. Current state: they need a knife
- d. Dream State: If it's in the kitchen it's cutting things well with precision, if it's for safety, want some cool welldone knife.

Our big moves here, increase to the threshold their belief and trust

3. What do I want them to do?

- a. Pick your ad
- b. Click the ad and go the book more in the website

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. Pick your ad.
 - i. High quality image, Color contrast.
 - ii. Demonstration of dream knife.
 - iii. Opportunity to get something good and well designed.
- b. Click the ad and go to book more on the website.
 - i. 8-Inch Western Chef Knife | G-Fusion | New West KnifeWorks
 - 1. Selling the dream Chef knife on a handmade work for the western world
 - ii. Are you ready to elevate your kitchen game?
 - 1. Highlighting the desire for a good solution.
 - iii. Introducing the Ninja Knife—an exceptional blend of tradition and innovation, crafted for precision, agility, and style.
 - 1. A bare explanation that pluses their belief.
 - iv. Be a MASTER CHEF.
 - 1. Offer a dream state.

DRAFT

Google ad

Are you ready to elevate your kitchen game? Introducing the Ninja Knife—an exceptional blend of tradition and innovation, crafted for precision, agility, and style. Be a MASTER CHEF

