

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** Event Catering business.

**Business Objective:** Convert already gotten attention, handle objections and convert them to sales.

**Funnel:** Via WhatsApp messenger.

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# WINNER'S WRITING PROCESS

## 1. Who am I talking to?



- a.
- b. Name: Sarah Bliss, 33
- c. Occupation: Project Manager at a mid-size tech company
- d. Income: \$90,000/year
- e. Location: Lagos, Nigeria
- f. Family: Recently engaged, large close-knit family, and loves hosting events for friends and family
- g. Primary Goal: To host an unforgettable wedding that leaves her guests talking about it for years—no missteps allowed.
- h. Background Story

Sarah's a planner, a perfectionist, and an absolute powerhouse at work. She spends her days orchestrating complex projects, making sure deadlines are met, and ensuring her team has what they need to succeed. She's proud of her reputation as the go-to person who can handle anything, from a small hiccup in a meeting agenda to a high-stakes product launch. At work, her coworkers know her as the one with a knack for details and a zero-tolerance policy for anything half-baked. When Sarah's on it, everyone feels confident it'll go off without a hitch.

Outside of work, Sarah's in full wedding-planning mode. After attending a friend's wedding recently that went south due to a catering disaster (cold food, grumpy staff, and hungry guests), she's on high alert for her own event. She can't shake the feeling of being judged by her friends and family if her big day doesn't measure up. That's why she's on the lookout for a caterer who will not only deliver quality but also understand the stakes. She needs to feel this person will care as much about the event as she does.
- i. A Day in Sarah's Life

6:30 AM – Sarah wakes up to the sound of her Alexa alarm. First, she makes a cup of strong coffee, grabs her favorite planner, and jots down her day's goals. She loves the feeling of checking off items and keeps a separate list for her wedding tasks.

8:00 AM – At work, Sarah kicks off the day with her team, planning deliverables and making sure each person knows their role. She jumps into project calls, catching every detail to ensure nothing's missed. Any signs of slack get a quick corrective action from Sarah.

12:30 PM – Lunchtime means a break for wedding research. Sarah opens her Pinterest board, scrolling through the latest wedding decor ideas. She texts her fiancé a picture of a rustic "floating supper" setup she saw online, envisioning her guests mingling with mini plates in hand.

3:00 PM – During a meeting, Sarah recalls a Yelp review from a bride complaining about her caterer missing the dessert. The thought puts her on edge. She makes a note to call her caterer options tonight, asking about their backup plans, setup, and tasting policies.

6:00 PM – After wrapping up her workday, Sarah heads to her fitness class. It's her one-hour escape, but even here, she finds herself glancing at her phone to confirm an email from her wedding venue. Details need to be locked down, and she can't let herself relax until they're squared away.

7:30 PM – At home, Sarah finally sits down with her fiancé to compare caterers, vetting reviews and cross-referencing menus. She keeps coming back to horror stories about caterers who "overpromised and underdelivered." By the end of the night, she's narrowed it down to two companies but needs to know which one will treat her wedding as a top priority.

9:30 PM – Sarah feels the weight of her high standards but knows she can't settle. She wraps up her wedding research, sets a plan to call her top caterer choice first thing tomorrow, and goes to bed envisioning her perfect wedding day. Her final thought before drifting off: "I just want this to be amazing."

## 2. Where are they now? (where are they in my funnel? / where are they in regards to their attention, desire, believe, trust?)

- a. Physically on WhatsApp messenger probably chatting with her loved ones OR scrolling through her inbox, most definitely has her phone at hand (may not be on the WhatsApp app), but browsing other social platforms.
- b. Market Awareness–Level 4 (Product aware) - they've seen our ad, know about our special offer, and even showed interest. So we will:
  - i. Crank up their desire and amplify it, and
  - ii. build FOMO around the special offer–complimentary (tapioca dessert)
  - iii. \*Social Proof\*

- c. Market Sophistication—Stage 5: market has seen it all, tired of everything. We will do an identity play and experience play.
- d. Current Levels
  - i. Pain/Desire - 5/10 - Her event is up and she understand the importance of having a standby professional caterer. And truly wants it. But since the attention is passive, we will need to amplify her desire. (threshold is 8 because of the cost of sacrificing her one in a lifetime event)
    - 1. We will build up FOMO around our special complimentary dessert.
    - 2. We will trigger and amplify her desire.
  - ii. Belief in the idea of our own event catering company: 6/10—Sarah knows that event caterers are the solution to her problem. And she clicked the ad and turned to a lead because she was some degree certain about our mechanism. (threshold is 7)
  - iii. Trust in Oyinkrown's cuisine: Pretty low - 3/10—she's very skeptical about who's gonna handle her/their event's food aspect, cause she doesn't want disappointment, and isn't willing to sacrifice the event to an incompetent caterer.
    - 1. We will pull the familiarity play, as we now have their names and their details. A.K.A build a "kind of rapport" in our message.
    - 2. We will highlight to them our past works as a form of social proofs
- e. Current State
  - i. They fear being left high and dry if things go wrong, leading to public disappointment.
  - ii. They don't want post-event drama about cleanup or complaints.
  - iii. She feels like no one could possibly understand her vision better than she does, so handing control to someone else feels like a risk.
  - iv. \*\*She's terrified of things going wrong and having to face the judgment of her guests.\*\*
  - v. They have their events coming up and they don't want their guests to have a bad time/experience/memories about their event.
  - vi. Worried about how their big day would look like.
  - vii. Don't want inexperienced staff.
  - viii. Don't want mediocre food.
  - ix. Stressed and pressured of every detail for the perfection of their event.
  - x. Worried and afraid if the caterer they'll be hiring will pull it off because of the crowd they are expecting.
- f. Dream State
  - i. Nice presentation/setup
  - ii. Nice quality of food. Not stingy with proteins.
  - iii. They want someone who can step in with confidence, handle it all, and make them whole process look good.
  - iv. They dream of a caterer who is hyper-responsive, flexible, and professional.
  - v. They want delicious, Instagram-worthy food that's still warm and full of flavor when served.

- vi. They're keen on customizable options—they want to feel they've co-created a unique menu, tailored to the vibe of their event.
- vii. They crave smooth, seamless experiences—from start to finish.
- viii. Their wish is to: book the caterer, show up at the event, and everything's perfect.
- ix. "The caterer nailed the menu, impressed the guests, and kept everything coordinated without needing any hand-holding."
- x. She needs a caterer who won't just show up, but who will make her feel they're 100% committed to her event's success.
- xi. They want their guest to keep talking about their wedding experience.
- xii. Freshly made food. Piping hot and A Sumptuous meal.
- xiii. Wants high standard. Competent team.
- xiv. Want a Beautiful/presentable meal setup.
- xv. Impeccable service. A reliable one. Want to be impressed. Want them to deliver. \*beyond their expectations\*
- xvi. Want their day to be a wonderful day.
- xvii. She wants her Guests to keep complimenting the food
- xviii. Real value for their money.
- xix. Never to worry about anything on their big day outside of getting ready and being present.

### 3. Problem > Mechanism > Product (👉🔥 use the independent canva diagram.)

- a. Current State: She has an event coming up
- b. Dream State: She wants her wedding to be a memorable, flawless experience that her guests rave about, especially about the food
- c. Problem/Roadblock: She cannot cook the whole of the guest's food herself, she doesn't want a situation where the guests are not well fed; she wants the food to be enough and more than enough.
- d. Solution/Mechanism: A professional event caterer who is hyper-responsive, flexible, and professional
- e. Product: OyinKrown's cuisine—A professional event caterer capable and competent of handling all types of event.

### 4. What do I want them to do? (what specific actions do I want them to take at the end of this little experience?)

- a. Pause their scroll or whatever they are doing
- b. Open the inbox
- c. Read the message.
- d. Make enquiries

## 5. 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. Pause their scroll or whatever they are doing and Open the inbox
  - i. Grab her attention with hook (Is Your Caterer Ready to Go Above and Beyond? Here's Why We Are!)
- b. Read the message.
  - i. Greet her and do a quick of the last time we spoke and how her preparation is going
  - ii. Resonate with her current state while building up desire by highlighting the dream state, showing that we understand her vision.
  - iii. Connect desire to our solution
  - iv. Build up fascinating benefits that they care about, and highlight our special offer also as benefit
  - v. Crank urgency by building FOMO of special offer ending date (Nov 30th)
- c. Make enquiries
  - i. Close with CTA that if they got any questions, we're here for them.
- d. You're not paranoid, you're just attentive to details. But we can discuss your vision to understand what you planned for your event and make our food match the vibe of your exact plan.

## DRAFT

Is Your Caterer Ready to Go Above and Beyond? Here's Why We Are!

Hi [Customer's Name]! 🙌 It's [Your Name] from Oyinkrown's Cuisine. How's everything coming along? I know you've got high standards for your big day, and you're right to be selective. It's not about being paranoid—it's about making sure every detail is on point. I get it, and I'm here to help make that vision unforgettable.

Here's what we're ready to bring to your wedding—just to make sure you don't have to worry about a single thing:

✨ **An Experience Guests Can Taste and Talk About:** We make sure every dish looks as amazing as it tastes, from piping-hot plates to an artistic setup that blends perfectly with your

décor. We'll create a menu that's uniquely yours, bringing your ideas to life while adding a touch of elegance and flavor that your guests will rave about long after the day.

✨ **Relaxation and Peace of Mind:** Think about a wedding day where you're fully present, with no last-minute hiccups. Our team handles every detail of the flow, timing, and service—so you can enjoy every moment—stress free, not manage it.

✨ **An Exclusive Free Dessert Station, On Us 🍰:** Right now, for all bookings made before November 30th, we're adding a complimentary tapioca dessert—a crowd's favorite, and it's the kind of memorable touch that will have guests lining up for seconds. It's our way of giving back to our clients and making sure your event experience is as memorable and unforgettable as possible.

[Customer's Name], with our commitment to going above and beyond for you, your wedding day is bound to be flawless. Let's chat and discuss any last questions or ideas you have—we'd love to help make your day truly unforgettable. I'm here for you whenever you're ready to make that final decision!

Looking forward to making your vision a reality! ✨

🎉 **Turn Your Event into an Unforgettable Experience!** 🎉

☺️ Imagine your guests savoring every bite, raving about the flavors, and smiling as they enjoy a perfectly coordinated dining experience.

😊 With **mouthwatering dishes**, **seamless service**, and **professional coordination**, your event is bound to be flawless 😊.

💍 Whether you're planning your dream wedding or hosting a celebration, our **top-notch quality and attention to detail** will leave a lasting impression.

And as a special treat, enjoy a **FREE complimentary dessert** with every booking made before **November 30th!** 🍰

👉 **Click below to and let us chat on how to bring your vision to life!**

## Resources and Top Players:

<https://www.instagram.com/p/CtpqGLMIAMs/> - has more views

<https://www.instagram.com/p/Ctqw6tDtH4P/> - attention grabbing; has more likes

<https://www.instagram.com/p/Ctez5ehsngt/> - has more likes

<https://www.instagram.com/p/CtcauLMInHv/> - has very much likes

<https://www.instagram.com/p/CtaPhnqlcGW/> - has more likes

<https://www.instagram.com/p/CslxWnBlrcI/> - 3k likes

Running ad since Feb - <https://www.facebook.com/ads/library/?id=1096714801577535>

<https://www.instagram.com/twastcatering> - tplayer

<https://www.instagram.com/foodconnectplug/> - tplayer

[https://www.instagram.com/nuellas\\_kitchen/](https://www.instagram.com/nuellas_kitchen/) - tplayer

[https://www.instagram.com/sterlingscatering?igshid=MTQ3Y2U0bm4xb2Z4Mw%3D%3D&utm\\_source=qr](https://www.instagram.com/sterlingscatering?igshid=MTQ3Y2U0bm4xb2Z4Mw%3D%3D&utm_source=qr) - tplayer

<https://www.instagram.com/grandeurcatering/> - tplayer

<https://www.instagram.com/p/C2IYY97l6hu/> - attention grabbing ad (no complexities)

<https://aviacatering.top/>

<https://www.instagram.com/nhoadscatering/>

<https://www.instagram.com/foodcateringbyunik/>

Everyone Talks About a Great Wedding, But No One Mentions This Critical Step

Is Your Caterer Ready to Go Above and Beyond? Here's Why We Are!



Can I Share a Secret? Here's How to Guarantee Your Guests Leave Satisfied  
10 Brides Who Got It Right—And the Catering Tips They Swear By  
How to Avoid Common Catering Disasters and Have a Seamless Event  
Are You Nervous About Your Caterer Actually Delivering? Here's What to Do...

<capture her attention> with threat, telling her to read when she's actually available.  
Check up on her and how preparation is going, tell her to read this quick message I created  
Amplify her desire telling a story that resonate with her current state, immerse her into the hero  
of the story, using kinesthetic and vivid languages.  
Connect the hero's victory [their desire] to our solution  
Amplify desire by highlighting benefits, using fascinations that she cares about.  
Demolish objections (Can I trust you?) pointing them to a proof or claim that makes their  
objection baseless  
Close with "enquiry" type of CTA—telling them we're here for them.