

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Skiing Lessons

Business Objective: Get more attention

Funnel: FB/ META Ad

WINNER'S WRITING PROCESS

1. Who am I talking to?

People who want to get better at skiing

2. Where are they now?

Scrolling on FB

Current levels -

- pain/ desire = 6/10
- Belief in idea = 6/10
- Trust in The Snow Centre= 4/10

Current State=

- Beginner skiers

- They are not good at skiing
- They need to be good at it or their trip will be wasted

Dream State=

- Expert Skiers
- Have the best trip because their skiing skills was great

3. What do I want them to do?

- Stop scrolling and Read the ad
- Click the link with the intention to book a lesson

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?



Stop scrolling and Read the ad -

- Nothing special but its simple and straight to the point, no messing about
- Also the skiers in the ad are smiling so they are implying that if you take the lesson it will make you happy
- Demonstration of dream state
- 2 combination, nice colours
- With the addition of actual snow it makes more people view it as pretty much everyone loves snow

Click the link with the intention to book a lesson

- Telling the customer what they will get and how they will look

CAPTION =Try something new and learn to Ski or Snowboard! 🏂🎿

From 2 hours to a full day, you'll be hooked once you've started!

Book now for a September lesson and save up to 20% on our Winter prices lessons from £56 ❄️❄️

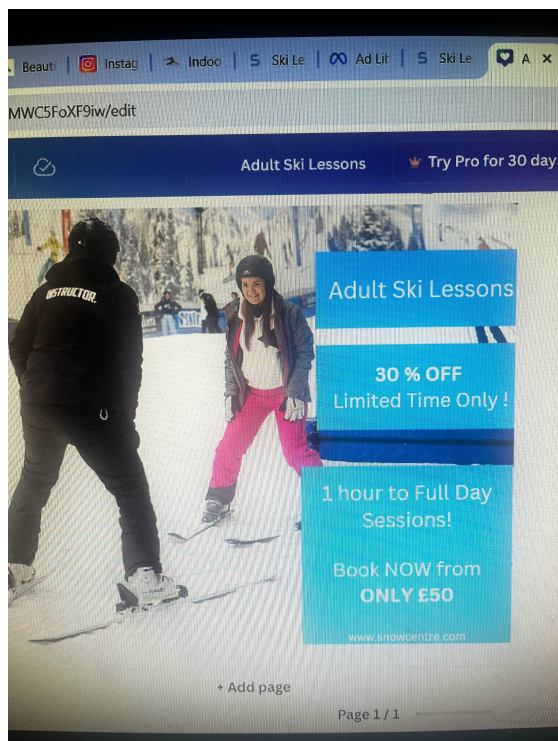
- 20 PERCENT OFF -making direct offer, lowering cost for known lesson
- Achieve dream state as you become “hooked”
- Duration is long and this will fill the customer with joy as they can enjoy a whole day from only £56
- CTA = Book Now

DRAFT

Ski lesson to instantly improve your skills

Save 30%

Book now from £50



Body text

Got an upcoming Ski Trip and worried you might make a fool of yourself?

Only we can fix that!

See immediate improvement in your skiing skills that will take you from a beginner to an expert in only a short time.

All of our staff are fully qualified professional skiers, we even have 3 that competed for Team GB!

So what are you waiting for? The slopes wont ski themeslevs.

Book here for as little as £50 and in addition receive up to 30% before christmas

www.thesnowcentre.org.uk