

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Web development course

Business Objective: To get more attention

Funnel: IG ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Beginner to intermediate web developers.
- b. College students and employees working for a company - mostly employees.
- c. Ages 20-30

2. Where are they now?

- a. Scrolling on insta.
- b. They want to learn how to program/develop webs.
- c. Current levels:
 - i. Desire to learn: 2/10 - they want to learn but are too lazy.
 - ii. Belief in an online web development course : 6/10

- iii. Trust : 7/10 - Udemy has a lot of 5 star ratings and reviews.
- d. Current state:
 - i. Bad at creating websites.
 - ii. Not doing well at work/college.
 - iii. Feeling left out because their colleagues are good at developing webs.
- e. Dream state:
 - i. Master of web development.
 - ii. Getting praised at work/college.
 - iii. Best developer among your peers.

3. What do I want them to do?

- a. Stop scrolling and see my ad.
- b. Increase their desire to click the link to their website.
- c. Buy the course.

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 to see the ad

- i. Easily readable text.
- ii. Add a good contrast of colors.
- iii. Limited 86% off offer in big font.

b. What they will feel

- i. Their desire to click on the link leading to the website must go up.
- ii. Sense an opportunity to become a better web developer
- iii. Feeling compelled to buy because of the great offer.

c. Eventually click on the link with an intent to buy the course.

DRAFT



Description:

Tired of struggling to create even the most basic webs? No worries! Udemy has your back. Learn to create websites from scratch to advanced level with the help of only ONE course. Use Python, JS, HTML, Node, React to create fabulous websites. JOIN NOW!