

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: printing

Business Objective: get more customer

Funnel: social media

WINNER'S WRITING PROCESS

1. Who am I talking to?

- People who want to print on card , cup or T-shirt
- People who want to give gifts

2. Where are they now?

- Scroll on feed
- Current level
 - Desire to print 3/10
 - Believe in the idea of printing on something: 3/10
 - Trust in printlabh : 4/10
- Current state
 - Bad service
 - Low turnout
- Dream state

- I have printed on cups and the printing colors are good
- It was printed on the T-shirt a year ago and the print is still there
- Print quality is excellent.m

3.What do I want them to do?

- Stop scrolling and read ad
- Follow account and buy from it

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 ad
 - i. Attract attention from reading content
 - ii. Low price
 - iii. Buy a simple gift at a good price
 - iv. Coordinated colors and writing
- Follow account and buy from it
 - i. \$14 for printing on a T-shirt
 - Making a direct offer, lowering the cost for a known solution
 - ii. It's your daughter's or son's birthday and you're wondering what to wear with the picture
 - A gift for birthday + offer to help
 - iii. Don't worry, we will take care of the printing.
 - Offer dream state, good price, simple gift

DRAFT

- Printing on a t-shirt for birthdays 10\$ birthdays offer

LET YOUR CHILD STAND OUT

10\$ printing with T-shirt for birthday



Body text:

Make your child happy and special on his birthday

Get high quality, non fading prints. We are available every day

\$10 for printing and T-shirt

- Making a direct offer, lowering the cost for a know solution
- It's your daughter's or son's birthday and you're wondering what to wear with the picture
 - A gift for birthday +offer to help
- Don't worry, we will take care of the printing.
 - Offer dream state, good price, simple gift