

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: grip seats and renovations

Business Objective: Getting more clients

Funnel: IG/tik tok ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

Men that ride off road motorcycles
15-40 years old

Current state:

Not able to hold up their bike because of slippery/torn seat
Embarrassed because he is worst rider in the group
Angry because he can't reach the goals he wants to

Dream state:

climb any hill he wants to or hold up his wheelie for how much he decides to
Gain overall better control of his bike.
Stop being ashamed just because he rides badly
Reach goals
becoming the best rider in the group

2. Where are they now?

Just living his normal life not too worried about his bikelife

Current level:

Wants to become overall better rider but not trying to find solution-4/10

Belief in seat renovation or grip seat product-2/10

Trust in seller-0/10

3. What do I want them to do?

Consume the videos

call to action

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?

They need to see the differences between their own seat and the grip seat

They need to feel that the product is 1 of a lifetime

they need to experience how really the product works

They need to believe that the seat will change their whole riding

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