

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Meat Market

Business Objective: Get new Sales

Funnel: Social Media Ads: FB Ads or Instagram Ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Adults who have the capacity (financial means or resources) to purchase meat for their families

2. Where are they now?

- a. Scrolling on FB
- b. Current painful state
 - i. Cost of meat
 - ii. Can't find good quality meat
 - iii. Might want Zabiha Halal meat
 - iv. Limited selection of meats
 - v.
- c. Dream State
 - i. Reasonably priced meat
 - ii. Good quality fresh meat

- iii. Zabiha Halal
- d. Level of Awareness
 - i. Level of Awareness - Level 2 or level 3 (Problem Aware or Solution Aware) - Slightly dormant pain
 - ii. Stage of Sophistication - Stage 3 (Market tires of claims)
 - iii. Current Levels
 - 1. Desire/pain - moderate to high
 - 2. Trust in idea - moderate level
 - 3. Trust in the store - low to moderate (several bad reviews)

3. What do I want them to do?

- a. Stop scrolling and read/consume the ad
- b. Click the link with the intent to view the sales page with intent to purchase; visit the store in-person with intent to purchase; Call to make an order with intent to purchase

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 and read ad
 - i. Low price
- a. What They Need to Feel:
 - i. Excitement About Savings: The headline should instantly communicate the value they're getting. Phrases like "Save Big on Premium Cuts" or "Unbeatable Meat Prices, This Week Only!" create a sense of urgency and excitement.
 - ii. Trust in the Deal: Incorporate messages that reassure them this is a legitimate, high-quality offer. Phrases like "Top-Quality Meats at Unheard-Of Prices" help balance quality with affordability.
- b. Relatability
 - i. The ad should speak directly to their needs or desires. For example, if targeting families, you might show a happy family enjoying a meal made with your products, emphasizing how your store makes quality meats affordable for everyone.
 - ii.

DRAFT



100% **FRESH AUTHENTIC & PREMIUM** HALAL MEAT

UNBELIEVABLE QUALITY
AT UNBEATABLE PRICES

Save Big!

ON OUR LIMITED TIME
OFFER

20%
OFF
PER LB!
LIMITED
TIME!

YOUR SATISFACTION IS
OUR TOP PRIORITY

CALL US NOW:
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