

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Web development and advertising agency

Business Objective: Increase sales by having 10 new clients

Why is it important? Because right now the business has no cashflow coming

Funnel:

- Search Funnel (SEO) : Search for keyword like "Web development agency or website creation" + My website is organically listed -> visit website -> book a call
 - Cold Outreach Funnel: get a list of businesses -> offer them the service -> close them
 - Ads: see and -> visit landing page -> book a call
 - Social media: see one of your content -> visit your page -> consume more -> follow -> visit landing page (lead magnet) -> book this free shit
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WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Small business owners with zero knowledge of marketing
- b. Have no GMB/website

2. Where are they now?

3. What do I want them to do?

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?

DRAFT