

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Catering

Business Objective: Get more corporate catering clients

Funnel: Search funnel

WINNER'S WRITING PROCESS

A. Who am I talking to?

- a. Mix of genders from 20 to 60 year of age
- b. Event coordinators, CEO's, Managers
- These people have busy schedules and are time sensitive because of their job role. They are usually very logical people that value hard working and efficient people. Trust is that the caterer will "pull through" with there job and not make any mistakes is the main thing that will make my avatar tick because of their busy schedules the last thing they need to stress about is if the catering will:
 - Arrive on time
 - Look good
 - Meet dietary requirements / get the tick of approval from work peers
 - Taste good

- be fairly priced
- Provide a high level of professionalism and quality
- Have the ability to handle last minute requests

They need to be able to believe that the process will only consist of them booking it (10 min max), then forgetting about it so they can go along with their work and not think of it again until it arrives. They want to be able to write a good review the end of their experience. A business that they have heard from friends and family that is good as well as one that has many great testimonials and a small amount of bad reviews if not any will also play a huge part on their decision.

Where are they now?

- c. Searching google for caterers that are near them in Newcastle.
- d. See's add for landing page
- e. Market awareness level 3
- f. Market sophistication stage 4
- g. Current state

While searching google for a caterer that will provide their dream state our potential customer will probably have some worries from past experiences, stories they've heard and or common knowledge of what could go wrong.

- i. "I was so worried that something would go wrong at the event"
- ii. "Great to see that these guys are back in business after being liquidated and taking \$4000 of our money that we never had returned." - Getting ripped off
- iii. "the company completely stopped emailing me back and could not get through on their phone lines at all. Still have not gotten a response or explanation as to why they disappeared." - Getting ghosted
- iv. "Horribly overpriced"
- v. "Gave them two months of chasing them and waiting for replies and confirmation and just got fed up not getting anywhere." - lazy, unproductive staff
- vi. "After spending nearly \$30,000 on catering, having the food be nearly inedible and then not getting any follow up about what happened and why it differed so vastly from our tasting is just unacceptable." - Not getting what they payed for
- vii. "The food was 30 minutes late and everyone at my event arrived to a food-less breakfast table."
- viii. "Looks appealing, tastes awful"
- ix. "Awful communication and service."
- x. "My husband and I sat there humiliated watching our guests eat their dinners.(food was that bad)"
- h. Dream state
 - i. "The food came in on time and a gorgeous set up for the executives "

- ii. "I put in less than 5 minutes of effort to feed 10+ clients. Everything was on time, hot, enjoyable, and presented well."
- iii. "quick and accurate delivery."
- iv. "This food is not food in the usual way, these are masterpieces of art" - food being visually pleasing
- v. "not only visually stunning but also absolutely delicious. The variety and quality of the ingredients exceeded our expectations."
- vi. "Despite placing the order at the last minute, Luxe Bites delivered exceptional service, catering to all our needs seamlessly. Their promptness and professionalism made the entire experience stress-free and enjoyable."
- vii. "food is insanely delicious, and the setup? Oh, it's like Instagram-worthy every single time. We've partnered with them for events, and honestly, we're hooked. They've got that perfect combo of yum and presentation that just blows everyone away"
- viii. "a once in a lifetime experience"
- ix. "What an amazing experience to have the grills in our parking lot. Really brought our team together."
- i. Current level of desire: 8/10
- j. Current belief in idea: 6/10
- k. Current trust in company: 5/10

What do I want them to do?

- A. Trust and believe in company enough to book with them.
- B. Perceived costs
 - i. Cost of product
 - ii. Risk that they may not achieve desired results
- C. Required certainty level: 9/10
- D. Required trust level: 9/10
- E. Biggest Objections
 - i. There is a chance that because the style of catering my client offers involves her customers leaving their office and going to the nearest space to order their food from a food truck that they could not be bothered with doing this which may turn them off booking.
 - ii. stressing something will go wrong
 - 1. Food not being to standard eg. looking like shit and or not tasting good
 - 2. Not arriving on time or at all
 - 3. Rude staff with bad communication and morals
 - 4. Getting ghosted
 - 5. Not getting what they payed for
 - 6. Messed up orders
 - 7. Wondering if work peers will like what they pick
 - 8. It adding onto their already busy schedule
 - iii. Why they should by our product instead of others

1. Different from other catering companies
2. Small business
3. Guaranteed quality foods

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. Ad for landing page

- i. Catch attention - By stating uniquely that we will provide dream state in the form of a meta description - preferably increase the belief in idea and or trust pillar if possible.
 1. I could do this by including time my client has had in the business
 2. also my client takes pride in their efficiency and good communication skills
- ii. Title tag - Corporate Catering Newcastle | Discount pack
 - a. This will catch attention and increase the level of the cost pillar

B. Landing page

- a. Include high quality photos of food
 - i. Increases belief
- b. Clear display of testimonials
 - i. Increasing trust
- c. We know that picking the right caterer can be a hard task. For that matter not only one that pleases you and your colleagues' taste buds but, MORE importantly one that doesn't waste time and pull you away from your more essential tasks. So search no further and learn first hand why we pride ourselves in efficiency and punctuality. - increases desire - increases belief

DRAFT

This is a very visually rough draft because it was made on canva

CORPORATE CATERING



We know that picking the right caterer can be a hard task, and not only one that pleases you and your colleagues' taste buds. But MORE importantly one that doesn't waste time and pull you away from more essential tasks. So search no further and learn first hand why we pride ourselves in efficiency and punctuality.



Newcastle Caterer

The Mexican Cantina delivers an enticing array of wholesome dishes from the freshest ingredient's to workplaces all over the greater Newcastle area. Our weekday corporate catering Newcastle special, which we are currently running is perfect for those who are on a budget and, if you are looking to really impress we offer a range of bespoke packages and upgrades

HAPPY CUSTOMERS

Pending on reviews from
client



FAQ's ???

- What areas do you service?
- How do I order catering for my event?
- Can you do last minute orders?
- Do you cater for people with dietaries and allergans?
- Are your meals Halal?

Get a Quote

This is the page customers are directed to when they click the menu icon on the first page

LUNCH MENU

Our mission is simple, we focus on keeping things straightforward and making your experience seamless. That's why we stick to what we've perfected over time....

BURRITO



- Ingredients*

BURRITO BOWL



- Ingredients*

NACHOS



- Ingredients*

*add chicken \$2
* Halal beef \$2

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