

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Beard Company

Business Objective: Gain more attention and monetize it

Funnel: Ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- Men with insecurity about their beard
- Age group-18-45

2. Where are they now?

1. Scrolling on IG
2. Current levels:
 - a. Pain/Desire-5/10- they are hurt emotionally because they can't grow a beard
 - b. Belief in the product-2/10 their hopes are small because there are a million similar products that don't work
 - c. Trust in the company-4/10

3. Current state:

- a. Miserable because of the lack of beard
- b. No self respect or self love
- c. Insecure
- Dream state?
- Awareness level?
- Sophistication stage?
- Roadblock
- Solution
- Product

3. What do I want them to do?

- Stop scrolling
- See the add
- Interact with the add and go to the site
- Buy

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
 - i. Low price with discount for the first time customers
 - ii. See the dream state
 - iii. Feel that there's a solution in front of them
 - iv. Clicking the link
- b. After clicking the link
 - i. Seeing the 20% discount for new customers
 - ii. The variety of products to choose
 - iii. Temptation to give the product a chance
 - iv. Buying it

DRAFT

I would add reviews to increase the likelihood of success in the value equation so it's more credible

