TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Gut Health supplement.

Business Objective: Get more conversions

Funnel: Via Meta ads

WINNER'S WRITING PROCESS

- 1.Who am I talking to?
 - a. People who want more energy and less bloating.
 - b. Age between 20 and 50
- 2. Where are they now?
 - a. Scrolling on facebook
 - b. Current levels
 - Pain/desire 2/10 The want to get healthier and have energy, but it is not too important as they don't have physical pain, but some may have bloated stomachs.
 - ii. Belief in the idea of gut supplement works 5/10
 - iii. Trust in AG1 4/10
 - c. Current State
 - i. They have brain fog.

- ii. They are low on energy.
- iii. They have stomach problems.

d. Dream State

- "I have more focus, a higher immune system, and just generally more energy."
- ii. "It also tastes good and is a nice routine, in contrast to swallow supplement pills."
- iii. "I feel younger overall, I'm noticing better recovery after workouts"

3. What do I want them to do?

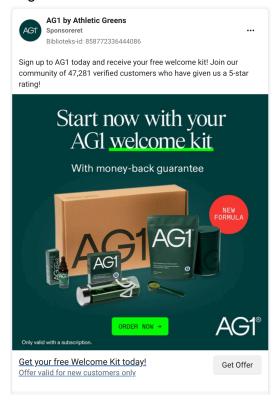
- a. Stop scrolling and read the ad
- b. Click the link to learn more about the product and the subscription price

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 the ad
 - i. Big letters and bright green and red to capture attention.
 - ii. Welcome kit highlight
 - iii. Color contrast.
 - iv. The product.
 - v. Here is something good for me, and I get a welcome kit.
- b. Click the link to learn more about the product and the subscription price
 - Getting a welcome kit
 - 1. Getting more than just the primary product.
 - 2. Stop scrolling and read ad.
 - 3. Click the link to learn more about the product and the subscription price
 - ii. Sign up to AG1 today and receive your free welcome kit!
 - 1. Creating trust by giving a free welcome kit
 - iii. Join our community of 47,281 verified customers who have given us a 5-star rating!
 - 1. They highlight your trust in the company by saying the amount 5 star rating. They have a community.
 - iv. Get your free welcome kit today! \rightarrow Get Offer
 - 1. CTA Free welcome kit for buyers of subscription.
 - v. Offer valid for new customers only.

DRAFT

Original



My ad take on a similar product (My first ad so not perfect)



Body Text

Sign up today to get your free Huel welcome kit! 🌿

Join our community with over 15.000 happy customers who have given five-star reviews

"I love the daily greens. Taste great, healthy and good for me! Lost about 15lbs, it helps me feel full n avoid snacking too much." James H.

Get started on your healthy journey with Huel. -> Get offer