

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
 - i. 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. "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
 - i. 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! → Get Offer
 - 1. CTA Free welcome kit for buyers of subscription.
 - v. Offer valid for new customers only.

DRAFT

Original


**AG1 by Athletic Greens**
Sponsorereet
Biblioteks-id: 858772336444086

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Sign up to AG1 today and receive your free welcome kit! Join our community of 47,281 verified customers who have given us a 5-star rating!

Start now with your
AG1 welcome kit

With money-back guarantee



NEW FORMULA

ORDER NOW ➔

AG1®

Only valid with a subscription.


[Get your free Welcome Kit today!](#)
[Offer valid for new customers only](#)

Get Offer

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

Start now with your Huel **welcome kit**

With money-back Guarantee



New Formular

ORDER NOW

HUEL

Only valid with a subscription.

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](#)