

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type:

Business Objective:

Funnel:

WINNER'S WRITING PROCESS

1. Who am I talking to?

AKA: What kind of people are my target audience? What do they want?

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2. Where are they now?

AKA: Where are they in my funnel?

AKA Where are they in regards to their attention, desire, belief, and trust?

3.What do I want them to do?

AKA: What specific actions do I want them to take at the end of this little experience:

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?

AKA: Create an outline

DRAFT