

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Chandelier exhibition/Showroom

Business Objective: Get New Customers/ Sell more

Funnel: Facebook Organic Traffic

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Age : 20-35
- b. Gender : Female
- c. Status: Newlywed

2. Where are they now?

- a. Searching Facebook for Chandeliers
- A. current level (level 3 Solution aware)

Desire : 5/10

They want To buy aesthetic lighting system to fit their newly bought/renovated homes

Belief in Idea: 6/10

Pretty Sold on the idea that buying a chandelier will look nice and light up the place

Current State: Dim lit rooms , Lights too bright at times and they don't add to the aesthetic

1. Some have lights that are either dim (They have bad/no lighting They need New Luxury lights)
2. Some Have lights but they are too bright (They Need Soft Lighting)
3. The lighting isn't bad but they don't really Like how the room feels empty or feels like something is missing (They need Something That fits the theme/Aesthetic of their home)

(BIG note: they mostly buy modern style ones)

Dream State: Well Lit place , that is nice to look at

"I love it! Great quality, lots of lighting and truly a statement piece."

"The bulbs are beautiful and I am constantly asked where they're from as unlike any other"

"I don't usually write reviews but this chandelier certainly exceeded my expectations. It arrived in the predicted timescale, well packaged and in good order. Assembly was a satisfying process and demonstrated the quality of the product. It all fit together perfectly and looks absolutely fantastic!"

What they care about:

1. Great Quality Product
2. Looks so Beautiful people ask them where they got it
3. Arrives on time
4. Well Packaged
5. Well lit place

3.What do I want them to do?

I want them to send us a message on whatsapp

I want them to come to the shop and review the wide luxury collection we offer

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. They need to stay on the post

They need to feel as though they're taking a tour in the shop

- b. They need to check out our profile

Need to feel like there's something they can find for themselves in our profile and other posts

- c. They need to Message Us On Whatsapp

They Need to Feel Inquisitive: Urge them to message us on whatsapp for any questions they want to ask

- d. They need to visit the shop

They need to feel trust :

After the customer talks to the employee on whatsapp and get them to trust the place and come there (he's going to probably use his persuasion aikido) (he's pretty decent at his job that social media guy they got)

DRAFT

Title:

English translation of the draft(old) :

💎🔥 Most luxurious chandeliers in egypt💎🔥

💎 100% luxurious Quality

⚡ Offers up to 35% off

📞 Message Us on Whatsapp 01130898641

New Draft Using AI:

"Discover Egypt's most luxurious and modern chandeliers! 💎✨

☀️ 100% Luxurious Quality

⚡ Enjoy up to 35% off on our exclusive collection!

📍 Visit our showroom at شارع السلام متفرع من شارع المحافظه ومجمع المصالح الحكوميه. Ongoing exhibition—don't miss out!

🏆 Proud participants in Le Marché exhibition.

📞 Message us on WhatsApp to learn more or reserve your chandelier instantly: +123 456 789.

Easy, quick, and convenient!"

Designed for newlyweds seeking a stylish, modern interior, our chandeliers offer unmatched luxury with a variety of modern styles and customizable designs. Featuring premium materials like real crystals and silver, these pieces will elevate your home's aesthetic.

The AI arabic version i will use with the client:

اكتشف أفخم وأحدث نجف مودرن في مصر! 💎✨

☀️ 100% جودة فاخرة

⚡ خصومات تصل لـ 35% على تشكيلتنا الحصرية!

📍 زوروا معرضنا في شارع السلام متفرع من شارع المحافظه ومجمع المصالح الحكومية. المعرض شغال من 10 الصبح الى 10

ليل—ماتضيعش الفرصة!

🏆 مشاركين بفخر في معرض Le Marché.

📞 كلمنا على واتساب عشان تعرف التفاصيل أو تحجز نجفك بسرعة: 01030898641. الطريقة الأسهل والأسرع!

مصنوع للعرايس اللي عايزين ديكور عصري وأنيق، نجفنا ببوحي بالفخامة مع تصميمات مودرن متنوعة. منهم مصنوع من خامات فخمة زي الكريستال الحقيقي والفضة، هيرتقي بجمال بيتك."

#نجف_مودرن ModernChandeliers#

#نجف_فاخر LuxuryChandeliers#

#ديكور_فاخر LuxuryDecor#

#خصومات_النجف ChandelierDiscounts#

#نجف_كريستال CrystalChandeliers#

#نجف_عصري ContemporaryChandeliers#

#ديكور_منزل HomeDecor#

#معرض_النجف ChandelierExhibition#

#ليمارشيه LeMarché#

#نجف_فضة SilverChandeliers#

#إضاءة_فاخره LuxuryLighting#

#نجف_للعرايس ChandeliersForBrides#

#DecorDiscounts# ديكور_خصومات
#ClassicChandeliers# نجف_كلاسيك
#DecorativeLighting# إضاءة_ديكور
#ModernLighting# إضاءة_مودرن
#ClassicLighting# إضاءة_كلاسيك
#ZagazigChandeliers# نجف_الزقازيق

And an additional banner i made for them (just improved the way their old one used to look since it was just a normal photo taken by a phone and slapped in as a FB banner) :

