

TOP PLAYER ANALYSIS AND WINNER'S WRITING PROCESS

Business Type: Philips Men (Grooming Tools)

Business Objective: Get More Attention

Funnel: Paid Ads / Social Media

WINNER'S WRITING PROCESS

Who am I talking to?

- Men with excessive facial or body hair
- Individuals looking for quick, effective grooming solutions
- People who want a polished look for social or professional settings

Where are they now?

- Scrolling through social media, mostly Facebook
- **Current State:**
 - **Desire:** Low (2/10) – Not actively looking for grooming tools
 - **Belief:** Low (3/10) – Uncertain if this product will meet their needs
 - **Trust:** Very Low (1/10) – New brand, skeptical about quality
- **Challenges They Face:**
 - Uncomfortable with untidy hair (itchiness, sweating)
 - Self-conscious and frustrated with grooming struggles
 - Feeling unpolished and lacking confidence in their appearance

Dream State:

- Confident in their appearance with a clean, well-groomed look
 - Satisfied with high-quality, reliable grooming tools
 - Quick, effective grooming routines that fit into their busy lives
 - Positive self-image and confidence in social interactions
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What do I want them to do?

1. **Stop Scrolling**
 2. **Click the Link** to learn more
 3. **Buy** the product on the sales page
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What They Need to See/Feel/Experience at Each Stage

Stop Scrolling:

- **Visuals:** Use bold, high-contrast images (dark grooming tool on a bright background) to catch attention
- **Headline:** Clear, confidence-inspiring message like "Achieve Your Best Look"
- **Tactic:** Use human elements – a well-groomed man looking sharp and self-assured

Click the Link:

- **Messaging:** Highlight the top benefits (fast, easy, effective grooming)
- **CTA:** Urgency-driven language like "Limited Time Offer" to increase engagement

Buy/CTA:

- **Trust-Builders:** Showcase customer testimonials, social proof, and the Philips brand logo
 - **User Experience:** Simplify navigation, display clear pricing, and use a standout "Buy Now" button
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AD DRAFT

Headline:

"Upgrade Your Grooming Routine with Philips Men – Save 50% Today!"

Main Ad Text:

"From scruffy to sleek in minutes! Get rid of unwanted facial and body hair and reveal a sharper, more confident you. Philips Men's grooming tools deliver precision and comfort every time."

Testimonial:

"This grooming kit has changed my life! No more rough patches or awkward stubble. I finally look the way I want to, effortlessly." – Ronnie E.

CTA:

"Grab yours now at half price! Limited offer – Act fast!"