

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Biohacking product - Methylene Blue

Business Objective: Get more attention

Funnel: Facebook ad

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. People who want to improve cognitive function/ brain fog/ concentration

2. Where are they now?

- a. Mindlessly scrolling on facebook
- b. Market sophistication through the lens "Eugene Schwartz's five levels of market sophistication"

Level 3: The Unique Mechanism Stage

- Description: The market is now crowded with various cognitive enhancers, and products need to differentiate themselves by highlighting a unique mechanism or benefit. For Methylene Blue, this could be its specific biochemical effects, such as **enhancing cellular energy production and protecting against cellular damage.**

- Conclusion: Methylene Blue is likely at Level 3, where differentiation is key. It's important to emphasise **what makes Methylene Blue unique compared to other nootropics or cognitive enhancers.**
- Methylene Blue is most likely at Level 3 (The Unique Mechanism Stage) for the general biohacking and cognitive enhancement market. This means that while the market is aware of cognitive enhancers and their benefits, there's a need to highlight what specifically makes Methylene Blue different from other products. **This could include its unique effects on cellular energy, neuroprotection, or its long history of research.**

c. Market Awareness

The market awareness for Methylene Blue, as a biohacking product, likely spans Solution-Aware to Product-Aware:

- Solution-Aware: Many in the biohacking and cognitive enhancement communities are familiar with the concept of nootropics and cognitive enhancers. They may know about supplements that promise to improve focus, energy, and mental clarity but might not specifically know about Methylene Blue.
- Product-Aware: A subset of your audience is already aware of Methylene Blue, understands its benefits, and is in the consideration phase, weighing it against other products.

Marketing Strategy Implications

- For Solution-Aware Audiences: Position Methylene Blue as the superior solution to their cognitive and energy-related problems. **Educate them on why Methylene Blue is more effective or unique compared to other nootropics.**
- For Product-Aware Audiences: Focus on building trust and overcoming any hesitations. Use testimonials, scientific evidence, and specific benefits to persuade them that Methylene Blue is the best choice.

d. Current levels

- i. Desire 3/10 have some desire to biohack & improve mental clarity and decrease procrastination
- ii. Belief 1/10 new product, probably never heard of. Lots of studies backing it. Gary Brecka discussed it in a podcast.
- iii. Trust 1/10 - money back guarantee

e. Current State

- i. Low energy - always waking up tired. Consuming high amounts of caffeine.
- ii. Brain fog - lost the spark. Struggle to focus on the task at hand for work or study.
- iii. Can't concentrate for long periods of time - tik tok brain causing shorter attention spans and weakened memory retention
- iv. Low motivation - Different target audiences

1. Laying in bed, delaying tasks at hand, procrastinating, being a quitter
2. A student seeking to improve memory retention and focus during study sessions might turn to Methylene Blue as a nootropic to boost brain function.
3. A busy professional who experiences afternoon slumps might use Methylene Blue to maintain high energy levels and avoid reliance on caffeine.
4. An individual interested in biohacking to slow down the ageing process might incorporate Methylene Blue into their regimen as part of a broader strategy to promote long-term health and vitality.
5. A biohacker who is always on the lookout for the latest scientifically-backed supplements might buy Methylene Blue to experiment with its effects on their cognitive and physical performance.
6. Someone experiencing persistent brain fog and difficulty concentrating at work might turn to Methylene Blue to clear their mind and improve their focus.
7. A person committed to personal development might incorporate Methylene Blue into their daily routine as part of a broader effort to optimise their health, performance, and well-being.

f. Dream State

- i. Desire for biohackers research using chat gpt

1. Highlight Cutting-Edge Science

Biohackers are often deeply interested in the science behind supplements and interventions. Emphasise the latest research and advancements related to your product. Use terms like “scientifically validated,” “backed by research,” or “latest studies” to capture their interest.

2. Focus on Enhanced Performance

Biohackers are motivated by improvements in mental and physical performance. Frame your product as a tool for achieving peak performance and optimal health. Highlight benefits such as enhanced cognitive function, improved energy levels, and superior physical endurance.

3. Use Testimonials and Success Stories

Share testimonials from early adopters or influencers in the biohacking community who have experienced significant benefits from your product. Personal success stories and detailed case studies can help build trust and create a sense of aspiration.

4. Offer Exclusive Insights and Data

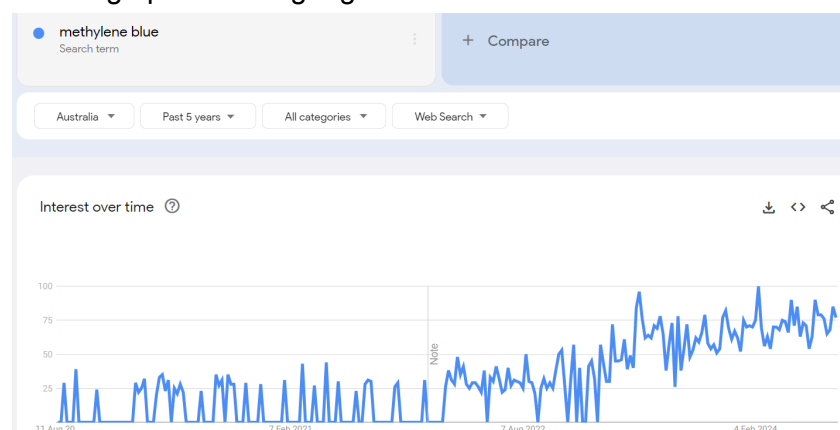
Biohackers appreciate detailed, transparent information. Provide data, charts, or comparisons that demonstrate the effectiveness of your product. Offering access to exclusive research or whitepapers can also be enticing.

5. Appeal to the Pursuit of Longevity and Well-Being

Emphasise how your product contributes to long-term health, longevity, and overall well-being. Biohackers are often motivated by the desire to extend their lifespan and improve their quality of life.

Reviews

- ii. “Almost like a light came on. There was for me a slight clarity of mind and an enhanced ability to focus.”
- iii. “My brain fog vanished”
- iv. “I’ve been buying this for about 6 months now, use it everyday and I’ve noticed such a difference in my overall health and energy levels. No cold or flus even when exposed to sick people. Love that it’s an Aussie brand too!”
- v. “Bro was so good like crystal clear focus, constantly thinking ahead”
- vi. Gary Brecka
 - 1. “Frontier of biohacking and functional meditation”
 - 2. “Not just a substance of interest but a symbol of the broader quest for optimal health and longevity”
 - 3. “One of the keys to unlocking our full potential”
- vii. Trending upwards on google trends



3. What do I want them to do?

- 1. Stop the scroll
- 2. Engage with the ad
- 3. Go to landing page
- 4. See what is needed there to buy a product
- 5. Buy product"

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 the scroll
 - i. Demonstrate a dream state - Their desire is to be better. Unlock greatness. Be an ultimate human. Be the most optimal you.
 - The greatness you seek has been within you all this time; this is the key to unlocking it. You're just one drop away.
 - highlight their lack of focus through doomscrolling and wasted time then show the solution to the issue.
 - ii. See the benefits of taking the supplement - quote Gary Brecka (Human biologist) "Frontier of biohacking and functional meditation. Not just a substance of interest but a symbol of the broader quest for optimal health and longevity. One of the keys to unlocking our full potential"
 - iii. Pain for consumer - Tapping into the pain of opportunities lost or lost improvements. Frustration with brain fog.
 - Every moment you delay is a moment lost in reaching your highest potential. Secure your future today
 - Are you existing or thriving
- b. Go to landing page - Ideas to lower risk for reader
 - i. 30 day money back guarantee "Try Methylene Blue risk-free for 30 days. If you don't experience the benefits, we'll give you a full refund—no questions asked"
 - ii. Offer a significant discount on the first purchase to lower the initial investment required from the customer. "Save 30% on your first bottle of Methylene Blue—limited time offer."
 - iii. Free Shipping "Enjoy free shipping on your first order of Methylene Blue—no minimum purchase required."
 - iv. Limited time offers "Order within the next 24 hours and get an extra 10% off your first purchase."
 - v. Provide in depth information "Download our free guide on how Methylene Blue can enhance your cognitive function and energy levels."

DRAFT 1

✗ No more brain fog, low energy, or lack of motivation

You're just a few drops away from unlocking an extraordinary level of mental and physical enhancement.

Introducing Methylene Blue 🟦 Originally discovered in 1876 as a textile dye, this powerful compound is now recognized for its impressive health benefits.

Curious about its effects? 🤔

PubMed features over 200 studies 📖📖 showcasing Methylene Blue's remarkable benefits:

Experience improvements in:

- ✅ **Focus:** Eliminate distractions and achieve razor-sharp concentration.
- ✅ **Memory Recall:** Effortlessly remember important details and retain information. Ideal for students, professionals, and lifelong learners.
- ✅ **Mental Clarity:** Clear away mental fog and enhance clarity and creativity.
- ✅ **Energy Levels:** Boost your energy and motivation to power through your day.
- ✅ **Formulated for Success:** Designed with scientifically-backed ingredients, Methylene Blue supports your brain's health and performance.

Ready to elevate your mind and body? Try Methylene Blue today and experience the difference!

Today I tried Methylene Blue for the first time. Here's what happened...

- ✅ **Hour 1:** Significant increase in energy and mood
- ✅ **Hour 2:** Brain fog has entirely disappeared. My thoughts are sharper and clearer than ever before
- ✅ **Hour 6:** Maintain focus effortlessly for hours
- ✅ **Hour 8:** Still had plenty of energy left to hit the gym



DRAFT 2

Struggling with brain fog? Sick of the daily grind?

Imagine a life where your mind is as sharp as a razor, and your energy knows no bounds. You're just one drop away. 💧

Discover the cutting-edge benefits of **Methylene Blue**, a compound that's revolutionising mental and physical enhancement.

🔬 **Backed by Science:** With over 200 studies on PubMed, Methylene Blue is a scientifically validated tool for optimising brain function and overall health. The latest research shows "Methylene Blue has been demonstrated to enhance cellular energy production and protect against cellular damage (Journal of Neuroscience Research)."

🚀 **Experience Next-Level Performance:**

- **Enhanced Focus:** Achieve laser-sharp concentration and eliminate distractions.
- **Superior Memory Recall:** Retain and recall crucial information with ease.
- **Mental Clarity:** Clear mental fog and boost creativity and cognitive function.
- **Sustained Energy:** Power through your day with robust energy and motivation.

☀️ **Join the Elite:** Supercharge your focus, boost your energy, and sharpen your memory with Methylene Blue. This is your key to sustained mental clarity, physical vitality, and a longer, healthier life.

Every moment you delay is a moment lost in reaching your highest potential. Try Methylene Blue risk-free for 30 days. If you don't experience the benefits, we'll give you a full refund.

Discover the Secret to All-Day Focus

- ✓ Enhances mood
- ✓ Clears brain fog
- ✓ Improves memory
- ✓ Boosts energy levels
- ✓ Backed by 200+ studies



"I use it everyday and I've noticed such a difference in my overall health and energy levels"

-Chloe

★★★★★







DRAFT 3

Struggling with brain fog? Feeling weighed down by the daily grind and not performing at your best?

Picture this: a mind as sharp as a razor, boundless energy, and clarity that drives you forward—all just one drop away. 💧

Unlock the revolutionary benefits of **Methylene Blue**, the compound transforming mental and physical performance.

🧪 **Scientifically Proven:** With over 200 studies on PubMed, Methylene Blue is your go-to solution for optimising brain function and overall health. Recent research confirms that Methylene Blue enhances cellular energy production and safeguards your brain against damage (Journal of Neuroscience Research).

🚀 **Take Your Performance to the Next Level:**

- **Enhanced Focus:** Stay laser-focused and free from distractions.
- **Superior Memory:** Effortlessly recall important information whenever you need it.
- **Crystal-Clear Clarity:** Eliminate brain fog and spark your creativity.
- **Sustained Energy:** Keep your energy levels high, all day long.

☀️ **Elevate Your Life:** With Methylene Blue, sharpen your focus, supercharge your energy, and enhance your memory—unlock sustained mental clarity, physical vitality, and a healthier, longer life.

Don't let another moment slip by. Start your journey with Methylene Blue today, completely risk-free. Try it for 30 days, and if you don't experience the benefits, we'll give you a full refund—no questions asked.

Discover the Secret to All-Day Focus

- ✓ Enhances mood
- ✓ Clears brain fog
- ✓ Improves memory
- ✓ Boosts energy levels
- ✓ Backed by 200+ studies



"I've noticed a significant improvement in my memory and energy levels throughout the day"

-Chloe

★★★★★

