

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: online store

Business Objective: more attention

Funnel: FB, IG ads

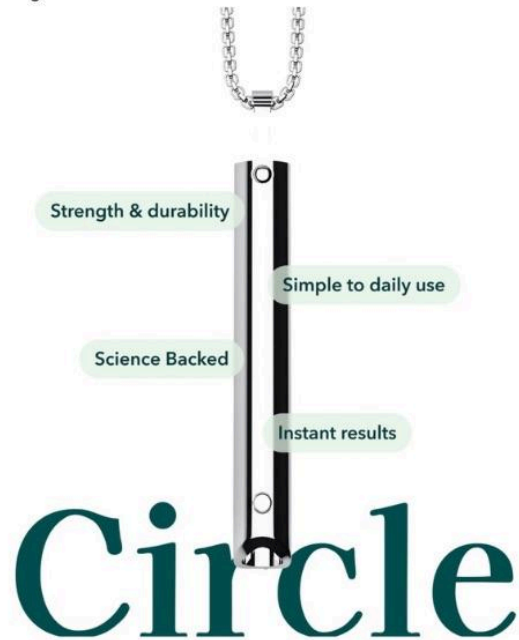
WINNER'S WRITING PROCESS

1. Who am I talking to?
2. Regular smokers
3. Where are they now?
4. Scrolling FB feed, IG feed
5. What do I want them to do?
6. Disrupt them with a product that solves a problem they have

7. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?
8. They need to see it's cost efficient, beneficial to their health, make them feel they can achieve their dream outcome and effortlessly stop smoking by using this product and build their trust for the company selling this to them.

DRAFT

30+ Years of Smoking Solved in 2 Days



**Get yours and experience the great
benefits of smoke-free life**
one-time payment of £35 to quit smoking or get
your money back!

Quitting smoking has never been easier

Join over 7,000 satisfied customers who have dropped their unnatural habit and experience the health benefits of a smoke-free life almost instantly!

“Circle gave me my life back. No more nicotine highs and lows. Just balance.”— Sofia N.

-> Quit smoking now!