

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: artist

Business Objective: at most 10k followers by
december 31st at sales of 15k

Funnel: Paid ads funnel instagram

WINNER'S WRITING PROCESS

1. Who am I talking to?

2. People who want colorful decorations that connect with them in their home
3. People who are interested in quality authentic affordable art
4. Art that connects with buyers on an emotional and personal level
5. Art that stands out has purpose for it and a meaning behind it
6. People who enjoy art themselves

Demographics:

Gender: Male and female

Age range: 30-60 YO

Occupations: mostly people in college or career jobs

Income levels: 40k-100k+

Geographic location: Chicago, New York, Los Angeles, Miami, San Francisco, Colorado

7. Where are they now?

A Scrolling on Facebook

B actively looking for art or sources to purchase good art

C Current levels

1. Pain/desire 7/10 need affordable colorful pieces of artwork

2. Belief in these pieces of artwork are of quality and will connect with the customers 7.5/10

3. Trust in The Abstract Thought and their products 5/10

Sophistication 8/10 the customers know about art and are attracted to it visually and the thought it gives while others prefer the message behind it and the art it visually shows is it pretty is it of quality and is it appealing to be hanged

Market awareness 5/10 customers know about art but don't know where to purchase from or don't like the art they find nor the specific type of art style and genre they want so they don't know where to go

D current state

They need art for their homes to look cozy and better

They need art to relieve stress and anxiety

They want art to connect to them

They want their home to look creative

They need it to express feelings and to feel emotions

Art can relieve their depression and its their hobby

It shows the buyers thoughts and emotions

Art can resemble their culture

D. Dream state

Customers want the art to have their home stand out inside

Customers enjoy art in their home that is unique and special to them

Customers look for meaning and visual art that connects with them on a emotional level

The customers will be complimented with their art

They enjoy looking at the art

The customers family members and family enjoy the look of their home with art

The customer and/or family feel a connection with the art

The art can show them an important meaning affecting their life

The art gives them positive feelings for themselves or towards them for something

8. What do I want them to do?

- 9. Read Ad
- 10. Click link
- 11. Look around the website or in person shop
- 12. Think about the way the art makes them feel and potentially purchase

13. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

Stop scrolling

1. Looks professional

2. Catchy description

3. Discount

4. Testimonial

5. Opportunity to find what I'm actively looking for and is a trustworthy reliable source

6. Art is unique and has a connection with it

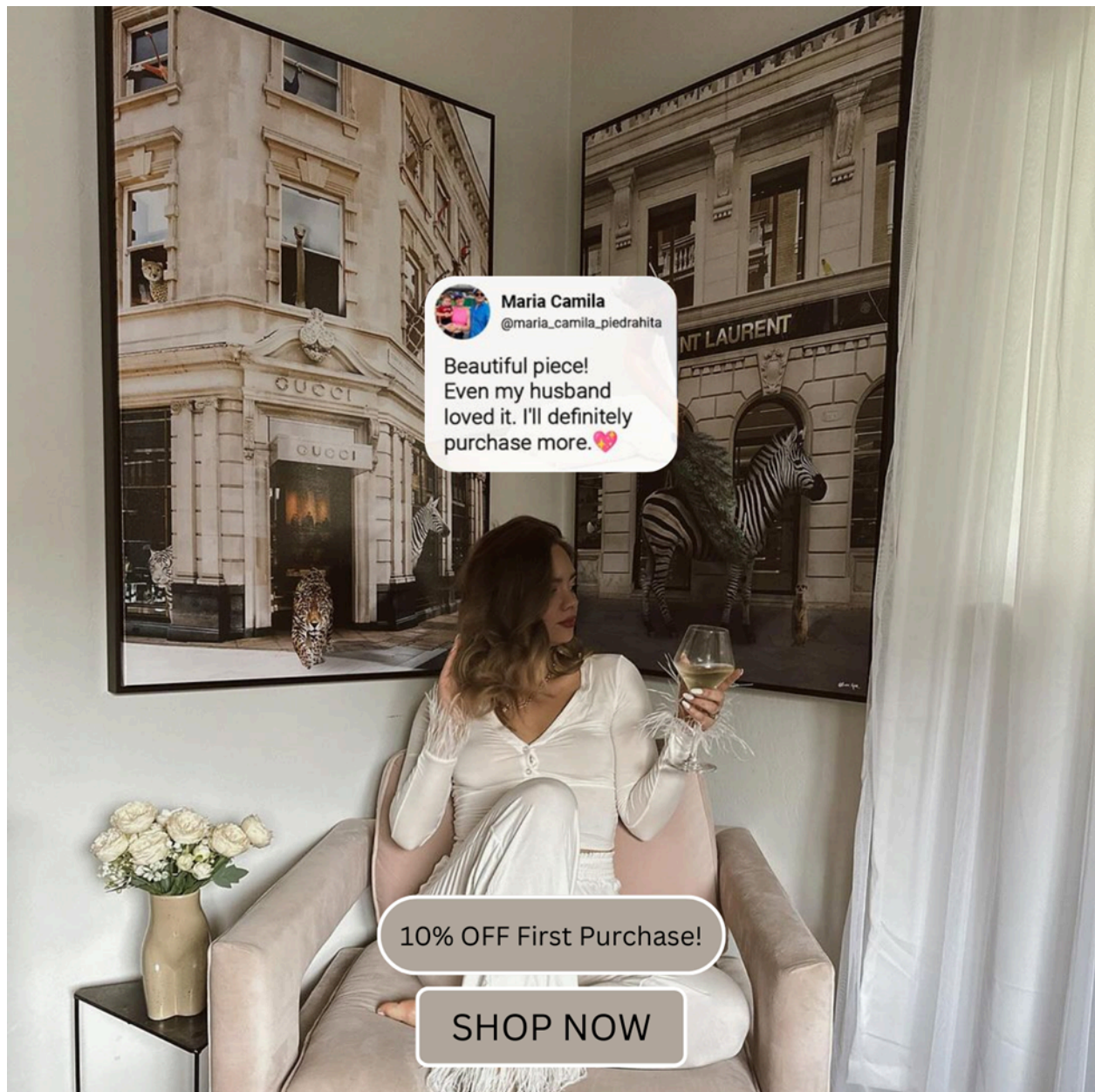
Click link with intention to buy

Offers a discount and a testimonial to create trust

“Beautiful piece even my husband loved. It was affordable and reminded us of our pets. I'll definitely purchase more in the future.” Shows dream state and offers dream state with discount affordable trustworthy due to testimonial

DRAFT

Create a library in your home of quality artwork that will resonate with moments of your life. Here at Oliver Gal we make sure our art means something to you. Art filled with life, love, memories, and events in your life you find special only at Oliver Gal



Body Text

Finding quality artwork doesn't have to be a pain, From looking for affordable to high quality and unique pieces of art we have it all.

We seek to relieve your worries wondering where to purchase from and how you could make your home feel more like home with artwork that connects with you on another level

Find your next piece of art here with a 10% Off your First Purchase at Checkout. Shop Now!