

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** Footwear

**Business Objective:** Get attention and convert to sales

**Funnel:** Via organic social media and WhatsApp

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# WINNER'S WRITING PROCESS

## 1. Who am I talking to? (men or women, or general?)



a.

b. Name: Marcus Reid—<https://www.instagram.com/mr.dornel/?hl=en>

c. Background Details

Marcus is a 34-year-old financial analyst living in Brooklyn, New York. He's worked his way up in the finance world over the past decade and now enjoys a comfortable income that allows him to prioritize quality over quantity in his purchases. Coming from a family that valued hard work and careful spending, Marcus takes pride in his ability to invest in items that are meant to last. After a few disappointments with cheaply made products and poor customer service, he has become very selective in choosing brands that align with his ideals of craftsmanship, quality, and reliability. Recently, he's been searching for a new pair of shoes that strike a balance between professional elegance and casual versatility—a pair he can wear to work or out with friends and know it'll elevate his entire look.

d. Day in the Life:

Marcus starts his day early, waking up at 6:30 a.m. to fit in a short workout at his gym before heading back to his apartment to prepare for work. After a quick breakfast, he scans his emails and skims a few finance news sites to stay up to date. He's meticulous about his appearance, choosing his outfit carefully to reflect his taste for classic, refined styles.

Today, Marcus has a full day of meetings at his office in Midtown. He reaches for his leather oxford shoes, a recent purchase from a premium brand he

trusts after a lot of research. He takes a moment to appreciate the feel and construction of the shoes, which he selected specifically for their high-quality leather and timeless design—two aspects he values deeply after previous purchases left him disappointed with brands that didn't live up to their promises.

In between meetings, Marcus checks his phone and spots an ad for a new line of handcrafted boots that would work well for weekend outings. He's immediately drawn to the brand's emphasis on durability and customer testimonials praising their excellent customer service. After his experience with lesser-quality shoes and inconsistent sizing, he appreciates brands that prioritize customer satisfaction. The ad highlights that the shoes can be resoled and rebuilt, which he finds appealing given his "buy less, buy better" mindset.

After work, Marcus unwinds with friends at a local restaurant, a favorite spot where he can indulge in good food and conversation. One friend compliments his shoes, admiring the leather's sleek appearance and quality. This reminds Marcus why he values quality: it's not just about appearance; it's about investing in something that aligns with his self-image as a discerning, thoughtful individual.

Back home, Marcus unwinds by reading about new investments and, before bed, glances again at the boot ad, considering if it might be a worthy addition to his wardrobe. Quality, craftsmanship, and longevity are always his top criteria—and now that he's found a few brands that match, he's loyal to them, eager to recommend to anyone who asks.

## 2. Where are they now? (where are they in my funnel? / where are they in regards to their attention, desire, believe, trust?)

- a. Scrolling on his instagram/WhatsApp inbox
- b. Market Awareness: Level 3—Solution aware: aware they want high-quality, handmade shoes, but may need more social proof to convert.
  - i. We are offering a special discount promo for new clients
  - ii. We will tell a little story about shoes and pin it to our profile to boost authority/trust (when they check our profile).
- c. Market sophistication: Stage 5
  - i. We will do an identity play
- d. Current Levels
  - i. Pain/Desire - 3/10: they were just scrolling on their phones before they sw the ads so their desire level is quite low at this point.
  - ii. Belief in the idea of Shoes to make him look good- 7/10: they still believe a quality shoe is worth paying for and will make them look good. But their trust in the brand has to be earned (threshold is 7.5)

- iii. Trust in LeFoot - 3/10: this is the first time they are seeing LeFoot, and they don't trust the brand yet.
      - 1. We are requesting for a repost of the promotion from our existing clients; their referring will warm them up a little (+0.25)
      - 2. We will post a value type of post on shoes and pin it to our profile to amplify authority when they check our page. (0.25)
  - e. Current State
    - i. I like this shoes... but I don't see they're gonna be for Instagram vendors—they are afraid if what they ordered is not what they'll get.
    - ii. Ordered a custom pair of shoes not currently in production. Had a very long conversation about sizing while ordering. Unfortunately they were made on the wrong last, and don't fit me. Rancourt makes a beautiful shoe at a competitive price, however I can't recommend them at this time. They can't be relied on to deliver the product you order correctly.
    - iii. just a business that has very little care for customer experience.
    - iv. They don't want third-world material quality
    - v. A real shame to waste such excellent Cordovan leather.
    - vi. Ordered \$700 Horween Cordovan loafers. They arrived yesterday. Shoes' asymmetrical, mismatched, cut and sewn differently, obviously different toe boxes, one shoe had a peculiar slant. Defective, unwearable. Third-world quality. A real shame to waste such excellent Cordovan leather. Contacted customer service. No answer. Shocking that Rancourt cobblers would produce such defective goods, even more shocking that Rancourt has no quality control in place to pull defective shoes from production, worse yet that Rancourt cannot respond to complaints in an expeditious fashion. Btw, although the Rancourt site has web forms to fill out they don't provide a phone number. I had to look them up. I called but their recording said they don't take calls, just leave a message. Something badly wrong here. Buyer beware.
    - vii. I "thought" about these shoes for 5-10 years before I finally did. Why? Value, I wasn't sure they were worth the price.
    - viii. They might be consciously or subconsciously clouded by their previous experience - Bad customer service response/care, Less than standard delivery of what they ordered.
  - f. Dream State
    - i. Quality build, excellent materials, and wonderful customer service. Rancourt shoes are great. I "thought" about these shoes for 5-10 years before I finally did. Why? Value, I wasn't sure they were worth the price. Well, I got a pair for myself years ago....then another pair...then pairs for friends and family as gifts. Made in Maine, the way life should be.
    - ii. I just received the Derby shoes I got from Rancourt and these may be the highest quality shoes I have ever purchased! The craftsmanship is excellent and the materials are clearly top notch! Also, these shoes were

not expensive for what they are. I am very impressed with these shoes and I know they are going to last for many years!

- iii. I have the Read Boat show and Knox Boots. Best footwear I've ever purchased in my life. Every detail is finished with quality. I was originally interested because they said if you take care of them they'll last for a long time. But now I'm just in love with the quality of the footwear. Very high quality for an extremely decent price. The boots are so well crafted I want to put them on display more than I actually want to wear them.
- iv. Just received my first pair of Rancourt shoes and I couldn't be happier. The ordering process was easy, and the follow-through was flawless. The shoes exceed my expectations. Soft as if I had been wearing them for years, right out of the box. The quality and attention to detail on these shoes is just terrific. True craftsmanship. "Well done" to everyone at Rancourt!
- v. I have purchased both boat shoes and camp shoes from Rancourt. Great quality and fit. I have a narrow heel but their narrow men's width worked well. I highly recommend doing business with Rancourt. Buy Made in America!
- vi. I had an excellent experience with Rancourt & Co and highly recommend them to anyone looking for a well-crafted boot or shoe. Donna and Scott were both very helpful - their customer service is impeccable and they respond quickly, helping you pick the exact size you need.
- vii. You can expect expert craftsmanship from superb materials with Rancourt. Because this is an artisanal outfit, production might take a little longer, but the wait is worth it. They make an outstanding product that will last for years. A+, highly recommended.
- viii. Fantastic shoes, great customer service, they are very inexpensive for the quality and the fact that shoes can be sent back for a rebuild too. Already own two pairs from these guys. Thanks Scott & Donna!
- ix. Fantastic shoes, great customer service, they are very inexpensive for the quality and the fact that shoes can be sent back for a rebuild too. Already own two pairs from these guys. Thanks Scott & Donna!
- x. I own two pair of the Blake Boot, both recently resoled. They do a beautiful job and these boots will last a very long time. Highly recommended.
- xi. They treat their customers like family and make gorgeous well-constructed(what does this mean to you?) shoes at fair prices. I would buy all my shoes from Rancourt if I could.
- xii. Excellent craftsmanship and service. Always a great product. Easy to understand why there are so many great reviews.
- xiii. Great shoes, great quality and good value
- xiv. Handcrafted for a lifetime of wear.
- xv. ...using traditional techniques and the finest materials.
- xvi. Rancourt makes a beautiful shoe at a competitive price

- xvii. They want to be held with high regard by the association of the company they buy from.
- xviii. Comfortable.
- xix. Omg! they have one of the best services & their packaging is so lovely! Would definitely recommend to anyone trying to get affordable & authentic shoes in Nigeria.
- xx. Fancy soles is a good pick for those looking for comfort, value and class. It is a great option for the budget value individual. The brand has performed like it's intended and makes a lasting impression.
- xxi. Has a desire for confidence in appearance and style choices.
- xxii. Want to impress Their friends and family, so they can see that he stands for quality and craftsmanship.
- xxiii. They want products that combine elegance with durability.
- xxiv. They'll intrinsically feel proud of themselves because they have paid huge amounts for a shoe that's worth the price/has good value.

### 3. Problem > Mechanism > Product (👉🔥 use the independent canva diagram.)

- a. Current State: They don't have quality shoes
- b. Dream State: They want to have quality, standard, and authentic shoes
- c. Problem/Roadblock: They don't have a particular brand they buy from, they randomly just buy from anywhere. And they most times end up getting sub-standards.
- d. Solution/Mechanism: A brand that sells quality and maintains that standard.
- e. Product: LeFoot sells quality handcrafted shoes.

### 4. What do I want them to do? (what specific actions do I want them to take at the end of this little experience?)

- a. Pause their scroll
- b. Read the info (both the content and the caption)
- c. Click the link and make further enquiries about the offer.

### 5. 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.
- b.
- c.
- d. Celebrity influencer on profile photo or Authority profile photo
- e. Bio:

- i. Crank belief by speaking quality
  - ii. List out different categories of solutions we make
  - iii. Crank desire of status linking it to solutions quality
  - iv. CTA→ Phone number to call
- f. CTA→ Link to WhatsApp profile.
- g. Highlights:
  - i. Ambassadors wearing companies product
  - ii. Reviews
  - iii. And list out other categories of shoes
- h. Pinned post:
  - i. Celebrities photos wearing solution.

# DRAFT

The advertisement features a pair of brown leather shoes with black laces, displayed within a diamond-shaped frame. The background is black with yellow geometric shapes (triangles and circles) scattered around. The LeFoot logo, consisting of a star and the brand name, is in the top left. The text 'SPECIAL Offer' is prominently displayed in the center-left. Below it, the phrase 'Invest once, wear forever.' is written. A large orange circle on the left contains the text '60% OFF'. At the bottom left, a red telephone icon is next to a rounded rectangle containing the text 'CONTACT US: 09133962870'.

**LeFoot**

## SPECIAL Offer

Invest once,  
wear forever.

**60% OFF**

CONTACT US:  
**09133962870**

**Caption:**

“Not all shoes are created equal. We take pride in every stitch, every leather cut, and every detail. designed to stand the test of time in both style and durability.

Step into the LeFoot experience and feel the difference quality makes, in every wear, every step, and every compliment you receive.

Limited-time offer: Get an exclusive discount on your first purchase. [Click the link in bio] or [message us on WhatsApp to learn more.]

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## WhatsApp Auto-Reply for Inquiries

**"Thank you for reaching out to LeFoot! You're one step closer to discovering premium footwear crafted with care. Let us know if you need help with sizing or specific product details. We're here to ensure your experience with LeFoot is exceptional!"**

### **Elevate Every Step with LeFoot: Handcrafted Shoes for the Discerning Gentleman**

**Tired of shoes that look great online but fall short in reality? At LeFoot, we know what it's like to invest in quality and expect nothing less than excellence.**

**Our shoes are meticulously crafted by skilled artisans, using only premium, ethically sourced leather and a time-tested construction process. Designed to fit you perfectly and last for years, every pair of LeFoot shoes is an investment in style, quality, and confidence.**

**Don't just take our word for it. Here's what our customers have to say:"** *"LeFoot didn't just deliver a great shoe—they delivered on every promise. Perfect fit, incredible quality, and customer service that made me feel valued from start to finish."* **— David M., New York**

**"LeFoot isn't for everyone—it's for those who believe in quality over quantity, for those who recognize the elegance of true craftsmanship. When you choose LeFoot, you're choosing shoes that not only look great but reflect the care and skill that go into every detail."**

**"Longevity is part of our promise to you. Every pair of LeFoot shoes can be resoled and restored over the years, maintaining the same high-quality experience each time you wear them."**

**"Got a question? We're here for you. Our dedicated customer service team is just a message away, ready to help with sizing, support, and any inquiries to make your shopping experience effortless."**

**"Take the first step toward footwear that respects your standards. For a limited time, enjoy an exclusive discount on your first purchase—crafted exclusively for those who know quality when they see it."**