

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Etsy jewelry store

<https://www.etsy.com/shop/amidstgoddesses/?etsrc=sdt#reviews>

Business Objective: increase Attention

Funnel: Search engine

WINNER'S WRITING PROCESS

1. Who am I talking to?

Ladies who are looking for accessories, jewelry or dresses. Or males looking to buy gifts for their loved ones Or for stylish and fashion loving people.

2. Where are they now?

They are searching for something cute on Google.

- They are actively searching for the product(Active attention)
- Current level of desire is High as they are actively searching.
- Believe in the idea — Unknown (??)
- Could be looking on Instagram reels and got attention towards the website.

- Trust in the company is Low as there is not much testimonials and they dont know the company. Its almost non existent. Credibility needs to be Built.
- Current State: Not so cute and pretty
- Dream State: Want to look cute and pretty and stylish

3. What do I want them to do?

Click on the product

Come on the Landing page or sales page.

Catch the attention and buy the 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?

- Clear demonstration of the dream state i.e make them feel they will look beautiful after wearing them.
- they care bout their status and impress those loved ones around them and to make haters jealous.

DRAFT

As this is the high intent/ Active buying.

Have to understand what they are looking for and pop up when they are searching for similar products.

Be unique and stand out from the competitors and be hassle free.

I see just two options for this store:

1. SEO which is organic.

- Focus on organic SEO for now, which is longer than paid ads(gonna take 3 months minimum) to see major results.

2. Paid Ads.

How do I search for products in Google?

→ Location + product that I'm searching for/business type