

# WWP

**What the objective:** Convert passive social media scrollers into attendees for your upcoming friend matchmaking events in Melbourne and Sydney by driving them to book tickets via the link in your bio.

## Logic/funnel:

- Instagram/TikTok Reels and Carousels → Link in bio → Event landing page → Ticket purchase

## **Who am I'm talking to**

- Professionals aged 25-35+
- Primarily women and some men who are generally feminine and open-minded
- Living in Melbourne, Brisbane, and Sydney, Australia
- Struggling to main a social life that is enjoyable and fulfilling
  - Busy with their corporate jobs, seeking to balance work with social enjoyment
  - Can't find anyone who they can interact with

**Where are they now:** on their phone scrolling and getting cheap dopamine from reels

Problem to solution aware: They know that they have no social interaction and want to change it – also understands that they need to go out and actually talk to people in order to start making reel friends

Sophistication level 2-3: Know/seen some friend making events/platforms before but never really got into it or perhaps tried it before and didn't really like it

## Dream/pain state:

- Pain:
  - Spending most of their time alone, not having fun, and feeling like they aren't accepted or belonged ot any area
  - Has no social interaction that they can genuinely enjoy in their daily life
  - Noone is texting them for plans or to check on them
  - They're alone in the big city and home all the time
- Dream: Be able to enjoy their lives to the fullest, have a friend group who they can enjoy the company of on those quiet days whern they aren't doing anything
  - Have fun in the city and go out there to live their life

## Will they buy threshold:

- Desire 3: knows that they have no friends and is numbing the pain by scrolling on Instagram – so the pain is not too pad

- Certainty 2: Relatively uncertain that if they were to talk to all the people around the street, would they even be able to make a friends (fairly uncertain that they can make friends at this point)
- Trust 0: Haven't seen the account before and therefore wouldn't trust them as much

### **Where do I want them to go**

#### Will they buy levels:

- Desire: 8-9 crank this up to the moon and make them feel like they have to get friends now
- Certainty: 10 Make sure to include details about the event that shows them that it's amazing
- Trust: 9-10 Crank social proof and make sure they know that the organisers has a history of making these amazing events

#### How does the product fits

- Problem: Can't find people to do it with nor the place wherein they can be accepted without being judged for being a loner
- Solution: Go out their and – weekend by weekend – approach random people and try to get them to be your friends
- Product: Bring these accepting people together whoa re looking for a friend and help them connect

### **What are the steps I need to take them through in order to get them to where I want them?**

1. Hook
  1. Specific frustration of the market
  2. Specificity + reflect current state
2. Introduce the product/event
  1. Build perceive value
    1. The group name's (in-group/out-group play)
    2. Show social proof of people exercising together
  2. Reveal the product
    1. What do they basically do every week or month
    2. Ideally link to a desire that the avatar would like to do in order to make friends
3. Showcasing the event + teasing the event + future pacing them/amplifying desire
  1. Show the number of people coming out to run
  2. "This is us warming up together
4. Reason for the guru for attending + relating to the current state of the avatar
  1. Talk about the current state of the avatar (I'm not training for a marathon)
  2. Talk about the desire/what the guru want that relates to the avatar (just trying to socialize and meet new people)

5. Emphasize/amplify the perceived value of the product
  1. It's so easy to achieve the desire when you're...
  2. Provide logical reason for why it's so easy
6. List the additional benefits of the event
  1. Being able to run on the beautiful landscape
  2. Enjoy a nice meal
  3. Fully planned event for the night
7. CTA
  1. Come give this unique friend-making experience a try
  2. It's an extreme friendly and cute way to meet new people, and get the rush of endorphins of interacting and actually enjoying the time you spend with people
  3. We are social creatures and we crave that more than any dopamine hit the companies can give us

## V2 Script ([Game Night Promo](#))

### Song ideas:

- Million dollar baby
- Upbeat

I invited 100+ strangers in Melbourne, Sydney, and Brisbane to a GAME NIGHT and you wouldn't believe what happened next.

As you would expect, everyone was a little bit awkward,

But before anyone could *feel* awkward, the hosts at all three locations got on the mic –

And started hyping everyone up with terrible stand-up jokes... and it WORKED!

Before you knew it, everyone loosened up, and the games were happening.

But things got out of hand QUICK.

In Melbourne, this gal and guy had the most wholesome back-and-forth banter in <insert name>.

These girls in Sydney kept doing the cutest group high-fives,

This pair kept tying in a game of rock-paper-scissors to decide who would go last.

And there wasn't a moment in all 3 locations where you weren't either laughing or having a deep, heartfelt convo

Then everyone switched tables – and repeated the process with a new set of amazing people

By the end of it, the rooms were full of friends...

Everyone exchanged socials and *promised* to come back for revenge.

That was Conscious Connection's Game Night in a nutshell,

If you want to grow your friend groups & meet lovely people who LOVE to try new things

Then comment "GAMES" & I'll DM you the details (if we haven't sold out yet)!

## V1

Ever felt like you're the only one in the city with no plans on a Friday night?

Let me tell you what I did after moving to Melbourne and having ZERO friends for weeks.

I basically invited strangers to a Game Night where everyone comes together to make new friends by *genuinely* socializing —

Rather than trying to network or talk about their careers.

Here's everyone grabbing a light drink to cool the nerves before the night —

And this was our reaction during a *heated* game.

99% of people come solo because we're all looking for our tribe, and it's so welcoming & easy to vibe, make friends, and genuinely connect when everyone's there for the same reason—

Each Game Night is organized by a trained host, so you can FULLY focus on making new connections.

There are also rounds where everyone switches tables & gets to make *even* more friends.

Time flies during these game nights – but everyone usually continues their convos in the bar next door.

I've found my besties like this – and so have thousands of new gym gals, book clubs, and even travel groups.

There are ONLY a few Game Nights left this month,

Don't miss out—grab your ticket with the link in the bio before they're gone!