



# WINNER'S WRITING PROCESS

 **What specific (measurable) business objective am I seeking to accomplish?** 

- a. Get more attention through a tik tok ad in order to increase the number of sales on the aroma passions page and get more traffic.

20 sales, 3k views, 500\$ sales - estimate

 **What part of the funnel is required for this business objective to be achieved?(What marketing asset is this winner's writing process focused over?)** 

- a. This is focused on the beginning of the funnel, mainly through passive buying. The goal here is to get more people to learn and know about the company. We want them to build trust in us. This part is an ad to tell people about us and how great our product is to solve their current state.

  **What is this business model or niche?**  

- a. fragrance dupes niche.

 **Who am I talking to? (Avatar)** 

- a. Name: james alex
- b. Gender: male
- c. Age Range: 20
- d. Occupation: college student who works in pizza shop
- e. Geographical Location: USA
- f. Image:

Male avatar



female avatar



i don't know why but this is the first thing that comes to mind and this is the closest I could get it through ai. (real people recreated buy ai due to not finding their pictures.)

## Where are they now?

### **a. Current Painful State (all the customer language you gathered from your research):**

- i. The current painful state is that the popular and original scents are too expensive, i dont have the money, i need something cheaper, with similar if not identical smell, and lasts a long time. I've struggled to find something like this for a long time. Smelling the originals just made me feel so calm and relaxed and in power, when I did try it I got so many compliments and it just made so many cool and nice memories return to me. I'm always trying to find something but they either smell bad or don't last.

### **b. Desirable Dream State (all the customer language you gathered from your research):**

- i. Something that smells amazing, close to the original, something that smells strong and lasts. I want to get compliments, I want attention from the opposite gender :( . I can just imagine all the amazing feelings, being calm, feeling strong, powerful and relaxed. People are always looking at me and asking me about my scent. And then they are surprised with how little money I spent on it.

 Aroma Passions 2 - market research

### **c. Where are they in the funnel right now (physically)?**

- i. They are at the very beginning of the funnel, they are looking at an ad. the goal of the ad is to get them to click the link that directs them to a sales page of the product
- d. **Problem (what's stopping your market from living their dream state?):**
  - i. Bad dupes and expensive prices for originals. They believe you must buy originals to get a good scent and that dupes are a hit or miss.
- e. **Solution (the unique mechanism that will allow your market to go to their dream state):**
  - i. Finding the correct dupe that befits their requirements of cheap, lasting, and good smelling.
- f. **Product (your client's paid tool that helps the market enact the solution better, faster, with less risk, etc):**
  - i. The product is a dupe of original scents, the product smells good and is strong like the dupe "wild". doesn't take long to reach location. cheap price of 29.99 and is cheaper than competitors.
- g. **Awareness** (highlight one of the available options below with **yellow**):
  - i. **Level 1 (Problem-Unaware):** Catch their attention, then reveal hidden problem/need/desire.
  - ii. **Level 2 (Problem-Aware):** Call out their problem then offer solution
  - iii. **Level 3 (Solution-Aware):** Call out known solution then offer product as best form of solution
  - iv. **Level 4 (Product-Aware):** Buy Now, Urgency, Scarcity, Risk Reversal/Guarantees, Social Proof, Crank pain/desire/need, etc.
- h. **Sophistication** (highlight one of the available options below with **yellow**):
  - i. **Stage 1 (First to Market):** Make a direct claim
  - ii. **Stage 2 (Second to Market):** Make a bigger or better claim
  - iii. **Stage 3 (Market Tires of Claims):** Lead with a unique/new mechanism
  - iv. **Stage 4 (Market Tires of Your Mechanism):** Position your version of the mechanism as unique, bigger and better
  - v. **Stage 5 (Market is Tired of EVERYTHING):** Niche Down, Identity Play, Enhance the Experience, Invent a New Mechanism, Connect to Bigger Outside Desire
- i. **Three Pillars** (Finally - movable "Will they buy/act?" Canva diagram where you're with EDITING access 🖱️🖱️🖱️)

[https://www.canva.com/design/DAGFs2mHCr8/nLYB-rj8Hd7N\\_xA8M5W7A/edit?utm\\_content=DAGFs2mHCr8&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAGFs2mHCr8/nLYB-rj8Hd7N_xA8M5W7A/edit?utm_content=DAGFs2mHCr8&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)



j. **Type of Attention** (pick the appropriate and delete the other)

- i. **PASSIVE** - Use evolutionary triggers to stop their flow and arouse their attention, connect with existing desire or solution or product, continue with the persuasion.





🏁 **Where do I want them to go? (Actions I want them to take throughout my copy)** 🏁

- Build curiosity from the beginning of the ad through color contrast, movement, and objective beauty. I want them to be hooked into where they want to finish watching the ad. building the curiosity to make them want to finish the ad. stop scrolling
- watch the ad and relate to it, relate to how they have similar problems to what the ad shows using "Matches previous experience with importance.
- imagine themselves in the "dream state" being presented in the ad if they buy the product. click the link provided.

 **What steps (experiences) do they need to go through to go from where they are to where I want them to go?** 

- a. they have to go from scrolling
  - i. then watch the ads or posts we put on tik tok
- b. get curios and look at more of our products and profile
  - i. start thinking about their dream state
- c. go to the link in the ad as they are thinking about the dream state and feeling curious about the product. get curious about the page and what products are available.
  - i. go through our products, get a discount pop up that was in the ad or in the funnel in the website with a timer to build urgency, then buy after choosing a scent.

 **Copy Format? (DIC/PAS/HSO)** Highlight the appropriate format in **yellow** 

- a. DIC
- b. PAS**
- c. HSO

**④ U** **Headline/Subject Line 4U's Formula:** **④ U**

- ☒ Urgent
- ☒ Unique
- ☒ Useful
- ☒ Ultra-Specific

 **ACTUAL COPY/ASSET:** 

(Let your creativity roam free! This is a rough, first draft.)

POV: You found the HACK to smelling amazing (**this part is on screen on text, not to be read by actor**) (**make color contrast apparent in background and even text and objective beauty seen as well by background and happiness of speaker**)

(take product out and show to camera and say the following:

look at this! I just got this fragrance from aroma passions with the scent of (scent name).....**(Spray on wrist, smell it, and look delighted from the smell)** and oh..my..god it'ssss sooo amazing just like the original (original fragrance name). It makes me feel so relaxed and confident **(bunch of !!! on screen)**. **(change tone)** and to be honest, with its VERY cheap price **(add the price on screen)** I was SSSuper surprised by how good it smelt and lasted. **(start spraying on self looking content and say:** I usually have to reapply with other perfumes but with this, it stays on for hours. **(show excitement, happiness, and emotion throughout this paragraph)**

**(switch to upclose of product over a desk or a nice background with colors that are much different than the original background and voiceover of:**

Plus, the number of compliments and looks I got were crazy. and the best part is when I tell them how much my partner loved it. If you're a young woman like me, this is a MUST HAVE product!!

**(throughout this close up of the product spray the perfume a few times.)**

**(at this point showing how amazing this dream state is is shown.)**

**(switch camera angle to you holding the product next face saying:**  
10 out of 10, definitely buying again! **(end with a smile)**

+++++

Top players like dossier and alt fragrances have similar ads to this and follow this template. They tend to be vague and not go into details.  
used dossier as a top player to steal from



👉 Click!

### DONE WITH FIRST DRAFT?

- ☒ ~~NO - Go back and finish it~~ 🙅🙅🙅  
☐ YES - Evaluate and improve your copy  
👉👉👉

## EVALUATE & REFINE PROCESS

(Ask yourself specific questions about EVERY single phrase/line)

### Jason's Method

1. What is the objective of this piece of copy/marketing asset?
2. What am I, the writer, doing to accomplish this objective?  
Why does it work? How could I do it better?
3. What mistakes am I, the writer, making that keep me from accomplishing my objective? How can I fix these mistakes? How can I keep myself from making these mistakes in the future?
4. What would the reader ***feel*** reading this piece of copy OR sentence?
5. What bootcamp lessons are at play? What other bootcamp lessons can I, the writer, include to make the copy more successful?