

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Skincare Products

Business Objective: More visits to Sale Page

Funnel: Facebook/Instagram Ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Men with skincare problems

2. Where are they now?

- a. Scrolling on IG/Facebook
- b. Current Levels
 - i. Pain/Desire - 6/10 Doesn't want to look bad
 - ii. Belief in product - 5/10
 - iii. Trust in Tiege Hanley - 3/10 Doesn't know the brand
- c. Current State
 - i. Not satisfied with skin
 - ii. Bad skin
 - iii. Don't know what to do/Too complicated
- d. Dream State

- i. Be satisfied with their skin
- ii. Have good skin
- iii. “Aging backwards”
- iv. Simple steps

3. What do I want them to do?

- a. Stop scrolling and look at the ad.
- b. Click on the product link and buy

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?

- a. Stop scrolling and look at the ad
 - i. Limited time offer
 - ii. Low price
 - iii. Simple color scheme/Stand out
 - iv. Clearly shows the products and it's simplicity
- b. Click on the product link
 - i. Discount from \$44 to \$7
 - 1. Sense of urgency for the deal
 - ii. Low price of \$7
 - 1. \$7 to fix a problem the target customer has.
 - 2. Shows great value for money, cost is low.
 - iii. “\$7 TRIAL + \$5 SHIPPING - We get you. We are you. That's why we designed a simplified skin care routine for men.”
 - 1. \$12 total shows the value for money again.
 - 2. Builds understanding and offers solution for target customer.
 - 3. The system is simple by just following a routine.

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- 1. Body Text:
 - a. We feel you. We get you. That's the reason we created a simple skincare routine for men like you. For only **\$7 + \$5 Shipping**.
- 2. Image Text:
 - a. \$44 → \$7 Trial Kit Discount Offer

- b. Men's Simple Skincare Solution
- c. Skincare for Men Simplified

The ad I used:

