

# Tao Of Marketing Analysis - VIP Access & Curated Itineraries

Business objective: Make Organic Traffic into Paying Clients

## WINNERS WRITING PROCESS

### 1. Who am I talking to?

- a. Couples/Family and Entrepreneurs/Corporate Leaders
- b. 80% (35-65 years old (Men&Women)) and 20% (25-34 years old (Men))
- c. **High Net Worth Individuals (HNWIs)**: This refers to individuals with investable assets exceeding a certain threshold (typically \$1 million USD or more). Net worth (1 - +30 million\$)

### 2. Where are they now?

- a. Just landed on the website either from a Google search (using keywords like “Bahamas home” and “eleven” or from an ad
- b. Current level:
  - i. They have been doing the same old routine and they need to live an adventure/something different from their everyday life.
  - ii. They need to live a new adventurous experience with their family/partner or alone (have newness in their life)
- c. Desirable State:
  - i. They want to live an EXCLUSIVE adventure that they will remember for the rest of their lives. They desire to experience life to the fullest without worrying about work or anything
- d. Current Market Awareness:
  - i. Level 4: They are already on the website (buy now, urgency, etc)
- e. Current Market Sophistication:
  - i. Stage 3 - Market tires of the claims - Present your services with a new mechanism “It’s different out here”
  - ii. They want to live something different in their life and they probably already have adventures experiences, but they haven’t tried all the new adventures that the big player provides
- f. Current Desire: 9. They are determined to embark on a trip and have researched specific destinations or travel agencies that offer exclusive services, fulfilling their desire to explore the world.
- g. Current Certainty: 9. They already have seen pictures from other people who used the company’s services and tried their unique lodges
- h. Current Trust to the Company: 9. They already have seen many great pictures from the places they host in nature as well as the many custom

activities they provide along with the special events. Also, they have been awarded numerous times

### 3. What do I want them to do?

- a. Navigate through the website
- b. Decide which house, longe, adventure/activity that fits them the most
- c. Book a stay

### 4. What do they need to think/feel/experience to do those things?

- a. Navigate through the website
  - i. Future pacing using images from their longes and houses from all around the world in unique locations
  - ii. They constantly show a group of people (tribe/status) going on adventure and doing an activity (riding bikes, going fishing) [future pacing]
  - iii. Color contrast between the images and the whole website, making the action buttons stand out from everything else
  - iv. Keep their attention throughout the web page by bombarding them with switching images (movement)
    - 1. IT'S DIFFERENT OUT HERE
      - a. A picture showing the beauty of nature (objective beauty)
      - b. A copy that amplifies their desire to experience unique adventures and have the best day of their life through nature's beauty
        - i. CTA BUTTON:
          - 1. ABOUT US
          - 2. Color that differs from the rest of the website
          - 3. References to their social media
    - 2. Fascination Section
      - a. Picture from the lodge, adventure, house, or activity they are doing
      - b. They present it with newness and specificity
        - i. SUMMER IN THE ROCKIES OF TAYLOR RIVER LODGE
        - ii. SKI YOUR BEST WITH OUR NEW WELLNESS PROGRAM
      - c. They are selling the experience, not the activity, by describing how your body feels when you are in that situation
      - d. Constantly changing images
- b. Decide which house, longe, adventure/activity that fits them the most
  - i. Clear/Simple design on the web pages that showcase the value of the house
    - 1. Low-tone colors and a very simple design that takes the message across efficiently

- ii. Image of one section of the house
  - 1. Minimalistic photos
  - 2. Shows specific and detailed parts of the house
- iii. They have detailed information about the house (rooms, bathrooms, special rooms)
  - 1. Handling objections for specific parts of the house with this phrase “ This listing is in full compliance with all local, state, and federal laws, rules, and regulations.”
- iv. They give a great sense of the house to make the reader very familiar with the place that will stay, by providing a gallery
- v. EXPLORE THE HOUSE section
  - 1. Special features that the house has (makes it unique)
  - 2. They have an image and a copy that focus on the special experience that this particular part of the house provides
- vi. A WEEK IN THE LIFE section
  - 1. A huge gallery that showcases the life around the house where they book their stay
    - a. special parts of the town with a great view or they provide a unique social experience
- c. Book a stay
  - i. Blue CTA Button “Book Now”

Info:

Top Player in the Market:

<https://elevenexperience.com>

## Sophistication Level Proof:

