

WINNERS WRITING PROCESS

TOP PLAYER ANALYSIS

Business Type : Travel agent and consultant.

Business Objective: business social and get more attention.

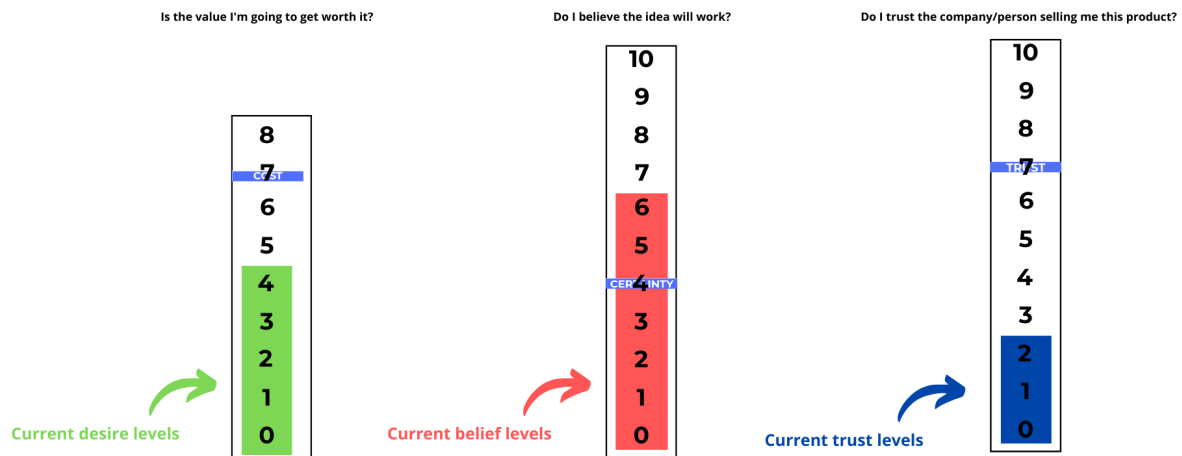
Funnel: Paid ads (meta ads via instagram)

1 Who am I talking to ?

- a) All the people in the area who want to travel abroad.
- b)All the people who need travel services such as consultancies.
- c) The people of all ages especially the people of young age who want to travel.
- d) Foreign family travelers.
- e) Couple travelers.
- f) Solo travelers.

2 Where are they now ?

- a) Scrolling on instagram.
- b) Current levels :
 - Pain/Desire: 4/8 have desires to explore the world and travel countries.
- c) Belief in the idea 6/10 , only if they could afford it.
- d) Trust in agent 2/10 , 100% trusted by existing clients they all were happy by services provided by agent and there will be a lot of competition for new clients , the advertiser seems very confident in their services.



Customer Language: After a lot of depression and anxiety, now I want to travel the world.
 I am very excited to travel abroad .
 Why does it take so much to travel?

AWARENESS AND SOPHISTICATION:

People are aware of their problems so we are standing at level 2 of market awareness.

Solution for their problems like depression and anxiety and tension of day to day work burden is **traveling** to peace their mind and relax themselves.

There are so many travel agents in the market and people are tired of claims we are at the stage of market sophistication.

We are best in the market and cost effective.

e) Current state :

- Need the best consultant services.
- Fear of got scammed and rejected by embassy
- Lack of money and budget issues.
- Lack of knowledge about traveling.

f) Dream state :

- Found best travel agent
- Trustworthy

Cost effective
Explore the world and find peace in traveling .

ROADBLOCKS:

Fear of new travel agent experience .
High fares of consultancy.
High Ticket fares.
Unable to find the best destination.

SOLUTION:

Agent with the experience of more than 10 years
Cost effective agent in the market.
Help clients to find a suitable destination.

3 What do I want them to do ?

- a) Stop scrolling and read the ad
- b) Give time to monetize attention
- c) Click the link with the intention to book a session.

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
- b) Read ad and think about offer
 - i Low price
 - ii Demonstration of dream state.
 - iii Color contrast between the banner text, also everything they see on
 - iv They must experience something that happens before , or something that might happen in future.
 - v They must realize the power of traveling.

C Click the link with the intention to book a session..

Draft :

Guarantee that my services are the best thing that you'll hear today!

I am sure my services will work for you that I guarantee you'll find peace in traveling

However , first think about this

🧠 Make up the mind of traveling

💰 Don't be tensed about cost issue we are cost effective expert in whole town.

💪 Feel confident all day long, ask questions to your agent frankly.

If you like those ideas , I am ready to give my services.

Why are my services so effective ?

✅ I am cost effective in the society.

✅ I will keep you motivated so you do the traveling more pleasurablely

✅ And most importantly, I've been in your shoes, so I understand your challenges and how to overcome them.

If you're still reading, that means it's for you!

DM me or leave a "ready to travel" comment to discuss your CHANGE.✉️

Ps. If you're looking for excuses , don't apply; it's not for you.



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- Tour Guide
- Transport
- Destinations
- Breakfast and Fine Dining
- Premium Souvenir

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- Transport
- Destinations
- Breakfast and Dinner

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We are giving special offers to our clients and giving them special discounts on travel packages so they travel easily. As I said above we are cost effective in society.

And we have a lot travel packages for our clients as well.

