

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Car Dealership

Business Objective: Get more clients who need cars to buy from

Funnel: Paid ads

WINNER'S WRITING PROCESS

Who am I talking to?

-I am talking to people who are scrolling instagram

Where are they now?

-Scrolling on FB

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What do I want them to do?

- I want them to stop scrolling and click on my ad
- I want them to ask themselves if this is something they want to do
- I want them to trust the company through the ad
- I want them to get a feel for the customer service
- I want them to see the various options they have to choose from

What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- I need them to see the benefits
- I need them to feel that they can trust the company through the ad
- I want them to see the ad and immediately stop and take action
- I want them to picture themselves in the office
- I want them to see the wrinkles they have and want a change

DRAFT

https://www.canva.com/design/DAGWRtDiJpw/_bjnBwayaSFPbJn07Buwxg/edit?utm_content=DAGWRtDiJpw&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton