

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: investment firm

Business Objective: Get More Attention

Funnel: via instagram

WINNER'S WRITING PROCESS

1. Who am I talking to? People who need someone to make investments.
2. Where are they now? Scrolling through social media mindlessly.

I. Current Levels - Desire - 6/10 - Need to fund business

li Belief in idea - 4/10 - Reviews speak on how much help they have received from them

lii Trust in the joint - 3/10

Current state:

i. Need help to accomplish their goals

ii. Struggling

iii. Frustrated

Dream state:

i. Making a lot more money.

ii. Being financially stable

3. What do I want them to do?

4. Stop scrolling and read the ad

5. Get them to click on the website and sign up

6. 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 read ad

i. They need to feel inspired/motivated.

i. They need to see results.

iii. contrast/visual stimulation

b. Click on website and sign up

iii. Great opportunity for them to level up in their process towards their goal

iii. Free sign up for the webinar

Offer 9-13% yield on annual returns

DRAFT

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YIELDS

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9-13 %
Annual
YIELD

Body Text:

Everyone is winning, why not be the next.

We understand dealing with money is tough, we're here to help!

Register for the webinar, it's free.

"The team at Money-Wise has gone above and beyond to help me with my personal investment strategy as well as grow my business ... I thought it was going to be a challenge to navigate this new relationship, but it has been nothing but easy and refreshing." - Darron Nillson