

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Product: Recliner Cover (My Product)

Business Type: Home/Pet Niche

Business Objective: Create an entire Paid Ads Funnel

Funnel: FB Ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- Middle aged adults with dogs that are ruining their recliners

2. Where are they now?

- Scrolling on FB
- Market Research - [Market Research for a Dog Recliner Cover](#)
- Pain/Desire - have some pain but not acute right now - 3/10
- Belief in the idea - A recliner cover makes sense - 5/10

- Trust in the company - Have no idea who we are - 1/10
- Market Awareness: Solution Aware - Know about recliner covers
- Market Sophistication: Stage 3 - New and improved Recliner cover to achieve dream outcome

3. What do I want them to do?

- Stop scrolling to watch ad
- Click the link with the intention to buy my product

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?

- Stop scrolling/Get Attention to watch ad
- Click the link with the intention to buy my product

DRAFT

Ad Visuals: Shows the mat being placed where it belongs, next to the cat litter are. In a relatable home environment. Shows a cat getting out of the litter box onto the mat. Slowly zooms into the honey-combed design, before instantly switching to a close up, while purposely pouring cat litter onto the mat. Shows the underneath layer feature. Shows all the litter captured in the layer being poured back into the litter box. Shows the waterproof feature by spraying a hose on it. Shows a cat jumping on the mat to emphasize the durability & softness. Shows again a cat jumping on the mat but this time to emphasize it being safe for cat paws. Shows the underneath layer being opened to pour all the litter back into the litter box.

My Visuals: Shows the recliner cover being placed on a chair in a living room setting. Shows a dog jumping onto the recliner, close-up shots of the dog scratching, shedding fur, and slobbering, the cover easily withstands all of it, staying intact. Show a split-screen comparison of a traditional cover slipping and your product staying firmly in place, even after repeated movements from the dog. A drink accidentally spills on the recliner cover. Cut to a close-up shot of the liquid beading up on the surface, followed by a quick wipe to remove it without a trace. Show the cover being easily removed from the recliner and tossed into a washing machine. A close-up of the fabric emerging from the wash looking as good as new. Display different recliner covers in various colors across different home settings. Rotate through color options in quick succession, showcasing how they match different decors. A dog curling up on the recliner,

showing comfort and softness, Simultaneously, show close-up shots of the thick, durable fabric resisting damage. Focus on a close-up of the recliner covers side pockets. End with a split-screen comparison—one side shows a pet owner constantly vacuuming a bare recliner, while the other shows a clean, fur-free recliner protected by the cover.

Ad Script: This mat is a game changer. It catches and stores the litter inside. The holes are honey-coned shaped. Catch all the trapped cat litter on the cats paws. It has an additional layer underneath. Easily pour the litter back to the box. It's waterproof. Durable & soft. Safe for cat's paws. No more sweeping everyday, also shows a discount above.

My Ad Script: This recliner cover is a game changer. It protects your favorite chair from scratches, fur, and slobber. No more adjusting covers that slip and slide. Waterproof to prevent spills and accidents from soaking through. Machine washable to keep it clean and fresh. Available in multiple colors. Durable & soft. Side pockets for storage. No more constant vacuuming, also shows a discount above.

FB Copy: 🐱 Protect your couch from furry children with our Cream cotton cover. Handmade quilting and gentle color scheme blend well into home design. 🏠 Thickened and scratch-resistant for long-lasting protection. 😍

My FB Copy: 🐾 Protect your favorite recliner from your furry family members with our durable, easy-to-clean recliner cover. Our cover's sleek design and neutral tones blend seamlessly with your home decor. 🏠 Thickened for maximum protection against scratches, fur, and accidental spills. 🐶

Website:

Announcement bar with free shipping on orders over \$80 & 30 day free returns.

Header Menu.

Product Name.

Reviews rating.

Price Anchoring while showing how much they save.

Coupons for reaching a certain amount.

Color Variants.

Size variants with size chart.

Quantity Selector.

ATC Button.

Shows a sticky ATC at the top. (doesn't look very good imo)

Volume discount bundle w/ ATC. (doesn't look very good imo)

Payment Badges.

Hot Sale in Couch Cover > BS.

Dropdown menus with description, details, Shop With Confidence, and Shipping & Return.

Upsell Section.

Product Features section.

2 other upsell sections. (doesn't look very good imo)

Review section.

IG Feed section.

FAQ section.

Best Seller section.

Some goofy banner.

Contact us banner.

Footer Menu.

QR Code discount on bottom and newsletter signup on left.

Basic Cart, only features a progress bar for free shipping.

Checkout includes shipping protection & Upsells.

My Website: (On Shopify)

Top Player to model (Using 2 different players but combining for 1):

Facebook Ad: <https://www.facebook.com/100065439911415/videos/636741084920982/> (Start at solution aware instead of problem aware where it says "This mat is a game changer")

Facebook Copy: 🐾 Protect your couch from furry children with our Cream cotton cover. Handmade quilting and gentle color scheme blend well into home design. 🏠 Thickened and scratch-resistant for long-lasting protection. 😍

Landing Page: <https://funnyfuzzy.com/products/cream-coloured-large-plaid-square-pet-mat-bed>