

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Cookies and chocolates

Business Objective: Make them go to sales page

Funnel:social media funnel

WINNER'S WRITING PROCESS

1. Who am I talking to? teenagers and women who love cookies

2. Where are they now?

In their mind they kind of want to buy the cookie not sure and they are thinking whether they should make the purchase or not

Their desire to buy is 4 out of 10.

Trust is 2 out of 10

certainty 5 out of 10

Dream state: eating very delicious cookies and satisfied.

Current state : Mouth watering looking on delicious chocolates

3. What do I want them to do? I want them to go to sales page and make a purchase

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?

they need to see chocolates and cookies.

they need to see cool colors like light blue because cookies are in freezer.

they need to see some girly colors like light pink and they need to see delicious chocolates images.

Moving animation .

They are showing email newsletter

They are showing images of audience's favourite influencer so that they can build the trust that the cookie is really really good

01. “ In order to increase trust i will use this comment. For the price, I wasn't expecting much. After all, most organic chocolate bars cost twice the price. However, these exceeded my expectations. It's not like a Hershey Bar if that's what you're used to. It's less chunky and waxy. It smells and taste more chocolatey. It even has a floral aftertaste from the cocoa which I appreciate.”

further to increase their trust i can add that our company is certified.

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