

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** Software Company. Internet Software House (SaaS)

**Business Objective:** Increase Sales and Gross Profit

**Funnel:** Social Media and SEO GOOGLE.

**Goal:** Make leads book a Free Consultation

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## WINNER'S WRITING PROCESS

### 1. Who am I talking to?

- a. Companies and business owners that require software and want to increase their sales
  - i. The Financial Sector is targeted (the company has the most experience with it)
  - ii. Age: 20-60
  - iii. Sex: Men (mostly)
  - iv. Occupation: IT Executives of middle-large sized companies
  - v. Location: Residents of Poland

- vi. Psychographics:
  1. Independent Thinker
  2. Goal-Oriented
  3. Problem-Solver
  4. Very Hardworking
  5. Ready to invest big money and take a risk
- vii.

## 2. Where are they now?

### a. **IMPROVED CURRENT STATE:**

- i. Lack of confidence in Technology partners.
  1. Roadblock: Delayed projects, lack of communication, unreliable technical implementations. (e.g., the project was stalled for 10 months)
- ii. Lost trust in technology companies
- iii. Feeling stuck. Unsure about their system or platforms. Unmet business needs in technologies.
  1. Roadblock: outdated software, integration issues, operational inefficiencies.
- iv. Fear of losing revenue
- v. Mechanism:
  1. Showcasing projects and solutions we've done for influential clients
  2. Showing their reviews and testimonials
  3. Building rapport with a client

b. Desire: YES! 8/10

c. Belief:: 5/10

d. Trust: 2/10

### e. Awareness level 3 - Solution Aware

- i. We need to take them to Level 4
- ii. We need to emphasize their pain: *poor time delivery, lack of trustworthiness and technical inefficiencies in the past*
- iii. We need to present our services as a product to solve the problems and pains these business owners experienced in the past.
- iv. We need to show customers their dream state: trust and long-term reliability, problem-solving, time-delivery, being agile, expertise
  1. **Reverse the risk**
  2. Crack the pain

### f. Dream State

- i. The business Owner's idea was implemented just as he described
- ii. An app that works based on their needs
- iii. Increased Sales
- iv. High-Performing Software

v.

g. **Improved Dream State:**

- i. Getting a reliable technology partner they can trust
- ii. Time-delivery of projects
- iii. Scalable technology solutions
- iv. Confident business decisions
- v. Increased revenue
- vi. Highlighted outcomes

h. **Market Sophistication Level - 5**

- i. We must show how we are better: e.g. time-delivery, reliability, social proof
- ii. We CAN niche down and target finance businesses, or e-commerce, energy, insurance etc
- iii. Emphasis on specialised expertise in complex industries
- iv. Long-term partnership

## Market Research:

### Top Players:

#### **The Software house**

Future Processing

Polcode

STX Next

### Ads:

- Future Processing: Google Search, Display Advertising (IT Penetration Tests)
- Stx Next: Google Search (end-to-end development)
- The Software House: Search Engine, Google (Complex IT Solutions, IT Support)

### Landing Page:

- Future Processing: Starts with "Who we are" -> Articles-> Grow business with our services

- STX Next: Good Headline, description, companies they worked with, what they do, (highlighting Python Related Offer), (highlighting their experience and work in numbers), Benefits, CTAs, Case Studies, Contact Form
- **The Software House:** Clear, Concise, highlighting the EXACT results they get for EXACT company. What would you like to get done? -> social proof, case studies, FAQ in the end

## *! Focusing on Social Proof*

## Gaps in Top Players:

- Non are targeting the financial sector (opportunity)
- Polcode isn't running Google Ads.
- Top Players don't make engaging content
  - Content Can be Better
  - TSH makes more visually appealing content with people compared to dull Canva-Made IT stuff from other companies
- STX Next posts about hiring

## Improvements for our company:

- Consistent Content on Social Media that makes them a thought leader
  - Make reels
  - Behind the scenes
- Use Exact numbers of what they have done
- Use "This is for you if"
- More CTAs
- Add the exact workflow process map
- Show a compelling dreamstate
- Relatable blog posts (less overly ITish)
- Expand beyond Digital Solutions and e-commerce to broader industries (especially the healthcare and finance sector)
- We need to introduce strategy sessions to nurture leads so we can build a long-term partnership with industry leaders
- Participate in **communities**. (The watering hole) and provide value
  - Forums

- Facebook
- LinkedIn
- X (Twitter)
- Build a **newsletter**
- Work with **influencers** in the space (search on the internet)
  - Engage and help them
  - How we can help influencers achieve their goals?

### 3. What do I want them to do?

- a. Find the company on Google Search
  - i. Click the link
  - ii. Book a call
- b. Choose us as a trustworthy, experienced company instead of our competitors

### 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. See the Company's ad or find it on Google
  - i. Read the landing page
  - ii. Click the link in the profile
  - iii. See what the company offers
    - 1. See their dream state
    - 2. See the testimonials and case studies
  - iv. Choose the right service
  - v. Put their information and book a call
- b. Be frustrated about their experience with other SaaS company
  - i. Google Search
  - ii. Finding us
  - iii. Check us out
    - 1. Empathise our time-delivery and trustworthiness
  - iv. Book a call
- c. Feeling fear of making risky business decisions
  - i. Show the experience of our customers
  - ii. Book a call

## AI recommendations based on the reviews:

1. Build Trust early in the client relationships. Use data-driven recommendations
2. Showcase expertise
3. Focus on measurable outcomes
4. Promote Agile, client-centered approach
5. Incorporate trust-building language. Empathise with their frustrations.

# DRAFT

(below)

## Google Search:

- 1) Digital Solutions for On-Time Delivery
  - a) Our experienced team delivers scalable digital solutions on time. Get your project done with us.
- 2) Custom Software | Trusted by Leading Enterprises
  - a) See the results we got for the leaders in their market. Schedule a Free Consultation Now.
- 3) Are you frustrated with your Digital Project?
  - a) See how we helped hundreds of leading companies in their market deliver results on time.