

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Sports Team / Combat Club

Business Objective: Garner Donations and Sponsorships

Funnel: Meta Posts -> Visit Page -> Consume Content -> Engage with the Team members -> Contact for Donation / Sponsorships / Partnerships

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Individual Donors
 - i. High-income earners who can consistently support the team. 35 years old and above.
 - ii. People who want to support a local sports group who may represent the city against other cities. Grassroots investor.
 - iii. Community Leaders

- iv. Philanthropists
- v. People who enjoy Martial Arts (or sports in general) and believe/experience the positive impact it has on their lives.
- vi. Individuals who want to leave a personal legacy/ impact, be remembered, and make a difference to the future generation.
- vii. Individuals who want to give back to the community and invest in youth athletes.
- viii. Influential, community-driven, passionate about sports or youth development, and looking for opportunities to enhance their brand reputation or personal legacy.
- ix. Individuals want to be recognized or increase their status through donations and have tangible ROIs for them.
- x. Individuals with sports backgrounds who can relate to the character-building traits of training and working hard.

2. Where are they now?

- a. Scrolling through Facebook
- b. Current Levels
 - i. Desire Level - 3/10
 - ii. Belief Level - 4/10
 - iii. Trust Level - 3/10
- c. Current State
 - i. Businesses are looking for opportunities to improve the visibility of their product to the market while associating themselves with the community.
 - ii. Businesses looking for sports teams to affiliate themselves with to increase product/ brand visibility.
 - iii. Looking to invest their money to improve self-worth and have an impact on individual lives. Looking for a legacy investment.
 - iv. Looking to help the younger generation through sports activities.
 - v. Has unlive dreams of becoming an athlete and wants to support the youth financially.
 - vi. Unsure of the mission/vision of the foundation and its longevity.
 - vii. Unsure of how the money will be spent or allocated.
 - viii. Donors do not yet see a strong incentive or clear return on investment for supporting the club, leading to hesitation in providing financial backing.
 - ix. Donors don't feel a connection with the team and its members which makes it emotionally difficult to invest for them.

d. Dream State

- i. Donors are publicly recognized as key supporters of a thriving local sports club, enhancing their reputation within the community and among their peers. Legacy Builder
- ii. Donors see the tangible outcomes of their contributions, such as improved facilities, successful athletes, or expanded club activities, which in turn boosts their satisfaction and pride in supporting the club.
- iii. They have improved brand visibility and improved sales after the partnership.
- iv. Donors have a strong, personal connection with the club's members and activities, providing them with exclusive opportunities to participate in events, receive updates, and be part of a success story.
- v. Help build a younger generation that is reliable, disciplined, hard-working, faithful, and good individuals
- vi. Invest their money in the youth who have the potential of becoming a nationally recognized elite athlete and in the process be associated with these athletes.
- vii. Become an event/ project sponsor (E.g. 1st Bacolod [company name] fight meet.

e. Market Awareness

- i. Level 1 - Problem Unaware. Donors are unaware of the financial demands of participating in an event, training or matches.
- ii. They are unaware of how much time, money, and physically and emotionally demanding the sport is.
- iii. Donors are unaware of the opportunity present in sports partnerships. They don't know that there is an opportunity to partner with the local sports team.

f. Market Sophistication

- i. Stage 4.. Maybe 5. People are aware of the mechanism of foundations. They have heard of foundations local foundations that are geared toward community development.
- ii. They want to help the community through monetary support but the market is saturated with foundations that seem to be similar in their activities.
- iii. Position the club as being unique, better, and has higher tangible goals that will contribute the local community.

3. What do I want them to do?

- a. Stop Scrolling
- b. Look at posts / See interesting content
- c. Visit Page
- d. Follow
- e. Consume Content on FB Page (**No website yet)
- f. Donate or Connect to partner up ("Include button for CTA - Support the Youth)

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

- a. Understand the Mission/vision of the team by video or photo post.
- b. Establish a regular connection with the team and its members.
- c. Sympathize with the Athletes through their stories, testimonies & Struggles (Personally & financially, etc)
- d. Understand the sport and how it helps students become disciplined, strong, and reliable individuals and its health benefits for them.
- e. See athletes enjoying their sport and Behind-the-scenes content to humanize the team.
- f. Learn about the coaching staff and their stories.
- g. Show the credentials, abilities, and certifications of the Coaching staff. Show that they are capable of guiding these Athletes.
- h. Learn about the Benefits of Partnering or donating to the team for their business.
- i. Show the achievements of the team (medals, awards, milestones and trophies)
- j. Feel the desire and belief of the team to achieve great things.
- k. Show how the sport is helping the youth become better persons (socially, physically, etc)
- l. Have an understanding of how the donated money was spent to help the athletes, the facilities or group activities.
- m. **Success Stories:** Share compelling stories of how past support has already made a difference, with testimonials from athletes and community members.
- n. **Vision for the Future:** Paint a vivid picture of what the team can achieve with their help—national championships, personal growth, and community pride.
- o. **Community Testimonials:** Include endorsements from respected community leaders or previous donors who can vouch for the team's integrity and the positive impact of their contributions.

Current State: No Legacy (Locally - Citywide, Provincial, Nationwide)/ Not making a difference/Not helping the youth's future

Dream State: Help Build a Legacy / Make a difference to the community/future

Roadblocks No avenues to build a personal Legacy/ Have money or capital but their time has passed. There are no local or convenient groups to invest in.

Solution: Be involved/invest in a youth group that is striving to achieve a legacy that may reach global achievements (direct investing - investing for the youth)

Product: Charity / Foundation group - Western NMTCC

ChatGPT Suggestions

1. Current State (From the Donor's Perspective)

- **Awareness:** Potential donors have limited knowledge of the club's existence or impact. They are unaware of how their contributions could benefit both the club and their own visibility or community standing.
- **Perceived Value:** Donors do not yet see a strong incentive or clear return on investment for supporting the club, leading to hesitation in providing financial backing.
- **Engagement:** Donors are not personally connected with the club or its members, making it difficult for them to feel emotionally invested in the club's success.

2. Dream State (From the Donor's Perspective)

- **Recognition:** Donors are publicly recognized as key supporters of a thriving local sports club, enhancing their reputation within the community and among their peers.
- **Impact:** Donors clearly see the tangible outcomes of their contributions, such as improved facilities, successful athletes, or expanded club activities, which in turn boosts their satisfaction and pride in supporting the club.
- **Engagement:** Donors have a strong, personal connection with the club's members and activities, providing them with exclusive opportunities to participate in events, receive updates, and be part of a success story.

3. Roadblocks (From the Donor's Perspective)

- **Lack of Visibility:** Donors may not be aware of how their support will be recognized or how it will directly benefit them or their business.

- **Unclear Benefits:** There is a lack of clear communication on how donations will be used and the specific benefits that donors will receive in return, making it harder for them to justify their contributions.
- **Connection Gap:** Donors might feel disconnected from the club's daily operations and successes, leading to a lack of personal investment and ongoing support.

4. Solution (Tailored to Donor Benefits)

- **Personalized Donor Packages:** Create tiered donation packages that clearly outline the benefits donors receive, such as branding opportunities, recognition in club materials, and invitations to exclusive events.
- **Transparency and Reporting:** Implement a transparent system that regularly updates donors on how their contributions are being utilized, showcasing the direct impact their support is having on the club's growth and success.
- **Donor Engagement Initiatives:** Establish regular communication with donors through newsletters, personalized updates, and invitations to engage directly with the club members, offering them a deeper connection to the club's activities and successes.

5. Potential Product (Activities as Benefits to Donors)

- **Sponsored Events and Competitions:** Donors can sponsor specific events or competitions, with their names or brands prominently displayed. This provides them with visibility among participants, attendees, and the broader community.
- **"Adopt a Fighter" Program:** Donors can choose to support individual fighters or teams, with benefits such as their name or company logo on the fighter's gear, regular updates on the fighter's progress, and recognition at events. This fosters a personal connection and ongoing engagement.
- **Exclusive Access and Networking Opportunities:** Offer donors exclusive access to club events, behind-the-scenes experiences, and networking opportunities with other high-profile supporters, creating a sense of prestige and community involvement.

Increase Belief

1. What do they need to believe about the team?

- a. The team is composed of reliable, hard-working and dedicated staff of coaches and fighters
- b. The team is set on making a name for itself and reach national level of success.
- c. The success of the team will bring attention the itself and the supporting members (donors) of it.
- d. We are helping build the youth through sports activities that will also bring glory and recognition to the city.

2. What do they need to believe about the promised results?

- a. The team will bring attention, success and online engagement on the website.

b. The donors will be recognized during the posts, directly and indirectly. The donor's company will be included on the photo or video posts.

c. They are impacting the lives of the athletes by providing support and will be foundational to the growth of the organization.

3. What do they need to believe about the solution?

a. The personalized donor package will allow them to be recognized, have brand or product placement opportunities.

b. The donor package will increase their attention or product visibility

c. They will have a transparent breakdown of how the money will be spent and will help the team's goal/ mission.

d. The solutions has helped families, and children achieve their dreams.

COPY

Phase 1: Increase Awareness About the Club

ChatGPT Suggestion

Visual: A group photo of the team during practice, showcasing their determination and unity.

Meet the Fighters of Team Gera: Champions in the Making!

Did you know that right here in Bacolod City, we have a team of dedicated martial artists training to represent our community on the national stage? 

In Team Gera, we're not just about winning medals—we're about building character, discipline, and resilience in our youth. These athletes are pushing their limits every day to bring pride to our city and grow as individuals.

Stay tuned as we introduce you to the amazing members of our team, their stories, and their journey to greatness. 

 Follow us to learn more about our mission and how you can support these future champions!

#MartialArts #CommunityPride #YouthDevelopment #SupportLocal

Meet the Trainers of Team Gera: The KingMakers!

Visual: An image of Coach Christian passionately addressing the team.

To achieve our dream of becoming national champions, we rely on our dedicated trainers—our guides to greatness!

Meet Coach Christian, our head coach, mentor, and big brother. With his MAP (Muay Thai Association of the Philippines) certification and a year packed with victories, he's led our team to multiple trophies. Now, his focus is on bringing home even more glory at the upcoming Nationals.

But Coach Christian's vision goes beyond just winning in the ring. He's committed to molding us into champions both inside and outside the ring—building a legacy of disciplined, faithful athletes who inspire their peers and bring pride to Bacolod City.

His eyes are on the **Goal**—on the **Gold**. Are yours?

👉 **Follow us and show your support for these future champions!**

Phase 2. Belief-Building Post

Objective: Strengthen belief in the club's mission and the impact of supporting the team.

Visual: A split image showing a "Before" and "After" of a young athlete, highlighting their transformation.

ChatGPT Suggestion

💪 **Building Tomorrow's Leaders Through Martial Arts** 🥋

At Team Gera, we believe that martial arts is more than just a sport—it's a way to shape strong, disciplined, and determined individuals who can make a real difference in the world. 🌍

Take Leon, one of our young fighters. He started with us at 17, shy and uncertain. Today, he's a confident competitor with a gold medal around his neck

and a bright future ahead of him. His story is just one of many here at Team Gera. 🏆

Your support helps us create more stories like Leon's. By investing in these young athletes, you're not just backing a sports team—you're helping to build a legacy of leadership, perseverance, and community pride.

Join us in this mission and see how your contribution can make a lasting impact. ✨

#BelieveInTheFuture #YouthLeadership #MartialArts #CommunityImpact

Phase 3. Call to Action Post

Objective: Directly encourage donations, sponsorships, or partnerships to support the club.

ChatGPT Suggestion

Visual: *An action shot of the team in competition, with an overlay text that reads "Support the Future of Bacolod City."*

🌟 **Support the Future of Bacolod City: Donate to Team Gera Today!** 🌟

Team Gera is striving to make our city proud by competing at the highest levels. But we can't do it alone—we need YOUR help to get there.

By donating to our club, you'll be directly supporting young athletes who are working tirelessly to achieve their dreams and bring glory to Bacolod City. Your contribution will go toward essential training equipment, travel for competitions, and the growth of our community programs.

🚀 Ready to make a difference? Click the link below to donate or learn how your business can partner with us for a brighter future.

🎯 [LINK: Support the Youth Today]

Together, we can build champions and create a legacy that will be remembered for generations.

#SupportLocal #DonateNow #BuildALegacy #MartialArts