

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Courier job recruiting

Business Objective: Get them to click on the landing page

Funnel: Paid ads→Landing page→Complete the registration form→Get a phone call to become a courier

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Expats in Germany with a job but looking to earn more with a side gig

2. Where are they now?

- a. Scrolling passively on FB
- b. Current state
 - i. Life got more expensive

1. "I'd say Berlin used to be affordable. When I moved in about a year ago, my estimation was that I'd pay around 1000€ for a ~60sqm apartment. But I have to pay 1.5x while my salary is still the same and everything has got more expensive"
- ii. A lot of confusion. Desperately looking for more information
 1. "I need uber eat information my city start uber eat in mannheim please I need information about tax how much we have to pay this is self-employed? You have to pay aok ? If you become fleet partner you can work alone ?"
 2. "I had the feeling that I was treated at eye level and that my individual needs and wishes were taken into account. After the first interview appointment, I received many job suggestions tailored to my information in the same week."
- iii. Problems with German.
 1. "I was recommended this company from a colleague to assist in an international job placement. Understandably, I can see not speaking German on my part is a bit difficult. However, I sent an unsolicited application, called to follow up the next day was essentially told 'I'm sorry' preceded by others words in German I couldn't fully grasp. Not more than one minute later did I receive a rejection email informing my placement request was rejected.
 2. A little bit of tact goes a long way. It was quite obvious my email was received, left unacknowledged, and responded only after my phone call. The timing / professionalism could use some improvement here."
- iv. Lack of trust because it was betrayed before
 1. "A tightened up scam where you pay for a brief trial and cancel during the trial, before the trial ends, but the cancellation is not processed and there are no records for corroboration of the cancellation so the first month is processed and then, you are cancelled."
- v.
- c. Dream state
 - i. Earning enough money to sustain a decent life for their family
 1. Around 2500 euros a month
 - ii. Feeling proud of themselves because they got their **safety needs covered (see Maslows hierarchy of needs)**



- d. Awareness
 - i. PROBLEM aware→ Need a new job/Side gig to earn more
- e. Sophistication
 - i. Level 3 Market tired of claims. Entered Stage 4
 - 1. Lots of job agencies and big companies make lots of promises like: flexible hours, holidays, good payment, easy job etc.
 - 2. New player on the market with a new mechanism (WorkerHero):
 - a. Here the companies apply to you, you dont need a CV. Create a profile....
- f. Levels
 - i. Mid-High Desire 5/10. They are aware that they need to make more money because the cost of living in Germany has risen in the last few years
 - ii. Low Trust 1/10 - Cold traffic. First time they see me.
 - iii. Mid Belief that the idea will work 3/10 - they know that getting another job will help them, but they dont have exact details and they havent been shown how this helps them get to the dream state

3. What do I want them to do?

- a. Stop the mindless Scrolling
- b. Read the copy of the ad and boost curiosity to get them to click for more info

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. Pattern interrupt stop the scroll
 - i. (Moving, Bold, Shiny) video
- b. Tease the Dream state
 - Delivering with UberEats offers you:
 - ✓ Benefit nr 1

- ✓ Benefit nr 2
- ✓ Benefit nr 3

c. CTA-FOMO, Urgency

Draft



Looking for a Realistic Side-Hustle to Boost your Earnings? 📈

Discover your true financial potential with an independent job tailored to your needs: Delivering with UberEats!

Watch your weekly revenue grow as you deliver orders from your bike or car on your own schedule 🚗💰

Click below to secure one of our 5 remaining spots in Hamburg.

Variation 1

Looking for a Nebenjob to Boost Your Earnings? 📈

Discover your true financial potential with an independent job tailored to your needs: Delivering with UberEats!

Become your own boss and watch your weekly revenue grow as you deliver orders from your bike or car on your schedule 💰

Join a trusted UberEats partner with over 300 weekly active couriers for FREE, even if you don't have experience in the field.

Don't Miss Out And Click Below—We Only Have 5 Spots Left in Hamburg!

Variation 2- Final Variation

Looking for a Nebenjob to Boost Your Earnings? 📈

Discover your true financial potential with an independent job tailored to your needs: Delivering with UberEats!

Become your own boss and watch your weekly revenue grow as you deliver orders from your bike or car on your schedule 💰

Join a trusted UberEats partner with over 300 weekly active couriers—no experience needed!

Don't Miss Out And Click Below—We Only Have 5 Spots Left in Hamburg!

(NOTE: Facebook is really restrictive when it comes to “unrealistic expectations” i.e if I change the CTA to “click below to learn more” it doesn't like it so every small detail like mentioning you can earn an average of 14 euros an hour is a fallacy).

(Adding more relevant details lead to a warning for violating their rules then a strike).

Modeled by:

**Werde Fahrer:in
bei Lieferando**

Bewirb dich jetzt

Schichten die zu deinem
Lifestyle passen

Verdiene
im Schnitt
14,60 €/h

 **Lieferando**

Looking for a job? 🙋 Delivery food for Lieferando in Bonn! You can rely on this:

- ✅ Secure workplace at established company
- 💰 A permanent employment contract
- 🚲 Quick start with your own bike or pedelec
- 🕒 Choose between a contract with 5, 12, 20, 25, 30 or 35 minimum hours per week
- 💵 More orders delivered = higher bonus.

Over 40% of German adults earn extra cash outside their regular jobs.