

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Supplementation

Business Objective: Get more attention

Funnel: Social Media

WINNER'S WRITING PROCESS

- Who am I talking to
 - People that prioritize their health and wellbeing.
- Where are they now?
 - Scrolling on Instagram
 - Current Levels
 - 1) Desire - Low (4/10) = They do prioritize their health but they aren't actively seeking supplements
 - 2) Belief - (6/10) = Their belief in supplementation is high
 - 3) Trust in USN - Low = (3/10)
 - Current State
 - 1) I need supplements that produce better results
 - 2) That is affordable.
 - 3) That are reliable to use.

- Dream State
 - 1) I used usn anabolic powder most of last year with good results,then changed to phd whey powder ,until 2 weeks ago due to price,saw a good deal
 - 2) USN have wicked stuff
 - 3)I ordered muscle fuel sts, muscle fuel mass and anabol testo and they were delivered within 48hrs great service.

● What do I want them to do?

- Stop scrolling and read Ad
- Click the link with the intention to buy the products.

● 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 and read Ad
 - 1) Creativity used in the picture of the Ad
 - 2) Low price for double the product which boosts desire
 - 3) “Ah finally, affordable supplements”
 - Click the link with the intention to buy the products.
 - 1) “Save R99 and get x2 products”
 - 2) “Join the fastest growing sports nutrition brands in the world!
 - ❖ Highlight desire.
 - 3) USN delivers the highest quality world-class nutritional supplements for optimized health and sports performance”
 - ❖ Offer dream state

CTA - U Gain Rewards

Button - Shop Now

DRAFT

New product special - delicious flavors , save R99 for double the product.

**SAVE
R 99!!!**



**WHEN
YOU BUY
2**

Body Text:

Be apart of the rapidly growing sports nutrition brand in the world!

Change your performance for the better using Pro Series world-class nutritional supplements.

Don't miss out! —> Shop Now

Rough outline work:

- 4) Join the fastest growing sports nutrition brands in the world!
 - ❖ Highlight desire.
 - ❖ Be apart of the rapidly growing sports nutrition brand in the world!
- 5) USN delivers the highest quality world-class nutritional supplements for optimized health and sports performance”
 - ❖ Offer dream state
 - ❖ Change your performance for the better using Pro Series world-class nutritional supplements

CTA - U Gain Rewards

Button - Shop Now