

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** Calorie, fitness tracking app

**Business Objective:** Download the app

**Funnel:** Youtube description funnel

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## WINNER'S WRITING PROCESS

### 1. Who am I talking to?

- a. Bodybuilder / fitness enthusiast
- b. People with weight & fitness **goals**
- c. Someone who've have not had success in tracking their calories and reaching their **Goals**

### 2. Where are they now?

- a. Just came fro one of the social medias onto their landing page to see and learn more about this app
- b. Current levels
  - i. **Pain/desire:** (3-4/10) they have some pain and desire if they are trying to accomplish a goal. Especially about weight.
  - ii. **Belief in the idea:** (4-5/10) They do think it is possible that it could work because of earlier in the funnel, but they aren't totally convinced yet
  - iii. **Trust in Jeff:** (3-6/10) Depends on how new they are at watching his content. If they aren't new they wave a pretty solid trust.
- c. **Current state:**
  - i. In search of a solution
  - ii. Unsure that they can reach their goal
  - iii. Stressed, unsure

**d. Dream state**

- i. "Logging food is faster and easier so I don't mind doing it."
  - 1. Stress free
- ii. A positive relationship with logging food
  - 1. Motivated, secure
- iii. "The ease of tracking (everything!) and staying accountable to my goals"
  - 1. Being on the right track to your goal

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

- a. Convince them to Download and try the app.

### 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?

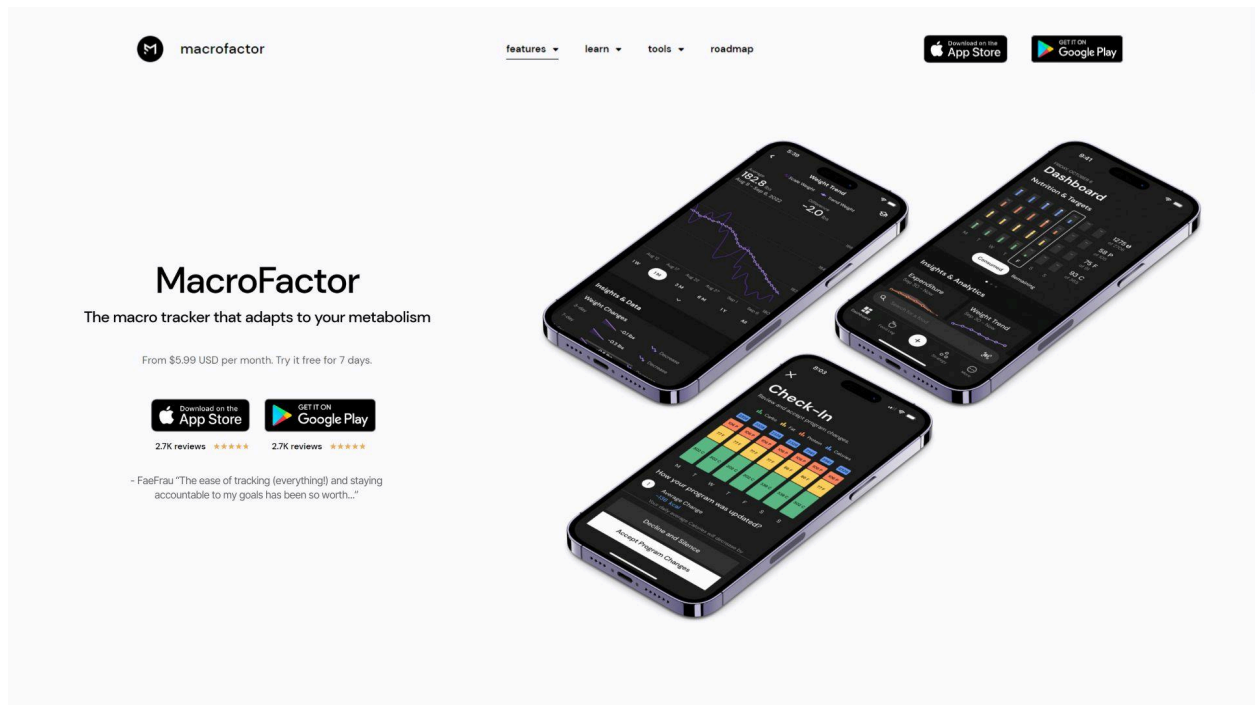
- a. Convince them to Download and try the app.
  - i. "The macro tracker that adapts to your metabolism"
    - 1. Make an unique claim that they haven't seen before
      - a. They do this because people are tired of the same old product that you see everywhere (It is a very saturated market)
  - ii. "From \$5.99 USD per month. Try it free for 7 days."
    - 1. They are Lowering the cost, and then "risk"
      - a. The 7 free days takes away the "what if i don't like it. Then i would've wasted money"

iii.



- 1. Here is a CTA if you already have passed the threshold to download
    - a. When the objective is to convince them to download you need to be presenting them with a CTA for every step of the way. Then when they just pass the threshold it is right there
- iv. **2.7K reviews** ★★★★★ **2.7K reviews** ★★★★★
- 1. Boom, 5 star reviews, strengthening their belief in the product
- v. Paired with the clean, contrast and good web design it makes the perfect landing page.

# DRAFT



I wouldn't be able to recreate a better landing page than what they already have. I did though add a quote from their reviews