

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: E commerce Store

**Business Objective: Double your sales in less
then 3 month**

Funnel: Active Attention Search

WINNER'S WRITING PROCESS

1. Who am I talking to?

- Male/Female
- People who workout
- Get in shape or get muscles
- People who can't hit their protein
- Worldwide
- Middle class
- 18-35
- gym rats

2. Where are they now?

3. -scrolling on tiktok/ig
4. -Low intent
5. -PainDesire 3/10
6. -Belief 5/10 belief to increase muscle kind of high
7. -Trust in the joint- low
8. -Current State -not happy with how they look but also not too unhappy, they would want to increase muscle.
9. -Dream State - eating healthy, Good shape muscles, more energy
10. Desire is high they see other ppl is good shape on social media

11. What do I want them to do?

12. Stop scrolling & read ad - showing people progress showing off future dream state
13. Click the link with intent to buy - low price
14. Buy protein shake & take action

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

16. Demonstration of dream state: Good, tasty, fresh shake
17. - Low price. Lower cost
18. - The opportunity to buy something helpful & useful for a good price
19. - Offer dream state, lower cost,
20. - Good reviews about the quality & usage & taste of the product
21. - People that are professionals also use their supplements Increase trust in company

DRAFT

- Whey Delicious

- Whey is without doubt the most important supplement for achieving your perfect body. Whey Delicious is famous for its superb quality, great taste and relatively low price. Whey Delicious has an excellent composition and a soft taste that's not too sweet and delicious with milk, water or another drink of your choice.

- Benefits of Whey Delicious

- It is our best-selling protein powder and, according to our customers, it's the best-tasting protein powder they've ever tasted
- Top-quality for a low price
- A high whey isolate content
- Low in fat and carbohydrates
- Great for a protein-rich diet
- High amounts of BCAA's and Glutamine
- Supports muscle recovery
- Aspartame-free
- Europe's most popular whey!

Whey Delicious compared to other brands

There are more shakes available that taste good. However, these shakes contain way more carbohydrates and fats. For example, the popular Syntha-6 of BSN. When drinking our Whey Delicious you can give yourself a treat without having to feel guilty about it. Instead you are providing your body with the highest quality of pure protein for the best absorption.

Warning

Do not exceed the recommended daily intake. Store in a dry and cool place. Food supplements should not be used to replace a varied and balanced diet and/or a healthy lifestyle. Keep out of reach of children.

- "Very good flavors and easy to mix. With milk is better, can taste like milkshake! The salted caramel is marvelous" ~Jonas D.

"At the beginning I did a taste test by ordering the sample pack. Favorites are strawberry, cookies & cream, vanilla and chocolate. Top in oatmeal, top as loose, top in cottage cheese. Get your protein very chill when losing weight/gaining" ~Linda T.

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