

WINNER WRITING PROCESS

Business Objective : Build trust with the reader, establish authority, get him to buy later

What part of the funnel is needed to achieve this?: weekly newsletter with free value and social proof and testimonial of past clients

Current state: frustrated because they have physical pain that doesn't allow them to practice their sport

Dream State: Become pain-free and become better athletes in their sport

Market awareness level 3: They are certainly aware of the problem, if they have signed up to the newsletter they probably know the solution but they don't know the product well

Market sophistication level 4: From what I have seen there are other businesses that deal with the field of physical pain in sport, certainly the stage is at level 4 and the intent must be to make the my product and my solution unique

Pain/desire threshold: medium/high, they really want to get rid of pain

Is the value worth it threshold: medium, we need more social Proof

Trust in the Company threshold: Medium/low, as said before, we need more social Proof

Where i want them to go: i want them to click the link and buy the ebook

Value Equation: Cost = Low, only 15\$, time Effort = medium/high, they need to work hard to get result because they have to do the exercise and read the ebook carefully

What are the steps i Need to take them through to get them from where they are to where i want them to go? : get their attention with free value (exercises and workouts, build trust, establish authority, Increase the pain/desire thresholds, Decrease the perceived cost by making that \$15 seem like a nothing because the product is worth \$200 and giving success stories of customers who have already bought, thus increasing all 3 thresholds

OUTLINE

PAS