

The Winner's Writing Process!

What specific business objective am I trying to accomplish with this project? Why is it important?

I am trying to get people to click the link and visit the page of the ebook on Crystal's website.

It is important because it will:

- Move the needle to get Crystal more clients by creating leads for her.
- Prove to me and her that the ads I create work and get results.

It is important for my client because it will:

- It automatically creates leads for her. Cold ones tho. They need to sign up on that page.
- It brings traffic to her website where we can sell directly.
- It adds more assets to her business.

What part of their online presence/funnel is needed to achieve this business objective?

A Meta ad that people will see while scrolling on their phones.

Who am I talking to?

I am talking to women who are unfulfilled, discontent, and unsatisfied with their current lives despite the achievements they have.

I'm talking to women who are afraid of failing. Afraid of being exposed as a fraud.

I'm talking to people who only focus on work out of that fear, and don't give themselves time to rest and do what they genuinely desire.

I'm talking to people who want to know that they are not frauds. Want to be themselves without fear or worry. Want to be happy and free.

Where are they now?

Market Awareness: Level 2 -> Problem Aware

Market Sophistication: Stage 5 -> Tired of Everything

Pain/desire level: 3 - 4

Belief in the idea level: 3 - 4

Belief in the person level: 0

Where do I want them to go?

Pain/desire threshold: 5 - 6

Belief in the idea threshold: 6

Belief in the person threshold: 4 - 5

I want them to be so interested in finding a solution to their problem that they click the link to check out the book.

I want them to be so curious about the solution that they need but don't know that they decide they need to read this book.

What are the steps I need them to go through to take them from where they are now to where I want them to go?

I need them to see the ad.
Stop scrolling.
Get interested and keep watching.
Click the link to see the book.

Ad Video Script For Crystal

Draft 4:

Start with a split-screen visual: One side shows a person in an elegant office, dressed well, with visible signs of achievement (awards, diplomas). The other side shows the same person looking despondent, staring blankly, despite the success around them.

"Why am I feeling empty and sad even though I achieved all my goals?"

A close-up shot of someone looking at themselves in the mirror, visibly frustrated, with their inner thoughts written on the screen like "Am I a fraud?" or "Why am I still unhappy?"

"Am I a fraud?" and "Why am I still unhappy?"

A dramatic change in scenery, showing the character in a relaxed, peaceful environment (maybe a park or a beach), indicating a desire for a simpler, more fulfilling life.

"I wish I could just... not care and go with the flow."

Crystal talking to the camera.

Does this resonate with you? Despite your career success, do you feel a sense of emptiness that no one seems to understand?

Hi, I'm Crystal, a licensed therapist who helps people like you—high achievers who secretly feel like something's missing. I know what the secret behind this problem is.

I've put together a short, free ebook explaining why your wins may not bring happiness and what you can do to find true contentment.

It's free and takes 10 minutes to read.

Just a quick 10 minutes to shed light on the secret behind your biggest problem.

Click the link below to download it now!

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[Kindly go over the copy of the landing page too and tell me what you think.](#)

Ad Description: (Draft 1)

Despite your success, do you ever feel like something's still missing?

Many high achievers struggle with this. An emptiness they can't explain, feeling like frauds even after reaching their goals.

But there's a simple secret reason behind this. And the solution lies within that secret.

I share this secret with you in my free 10-minute-read ebook, designed to help you unlock lasting contentment and peace.

Discover why your achievements haven't brought you joy and what you can do to finally feel fulfilled. Click below to download it now!