

WINNER'S WRITING PROCESS

 **What specific (measurable) business objective am I seeking to accomplish?** 

- a. Get at least 3.5% CTR consistent with ads I'll create using this WWP. This coupled with getting the sales page right will allow me to hit my goal of 2.5K\$ profit using these ads in 30 days.

 **What part of the funnel is required for this business objective to be achieved?** (What marketing asset is this winner's writing process focused over?) 

- a. FB ads

  **What is this business model or niche?**  

- a. Teaching online entrepreneurs how to build and scale their business

 **Who am I talking to? (Avatar)** 

- a. Name: Anna
- b. Gender: Woman
- c. Age Range: 20-50
- d. Occupation: Entrepreneur, business owner, coach, consultant, influencer
- e. Geographical Location: Poland

f. Image:



Where are they now?

- a. **Current Painful State** (all the customer language you gathered from your research):
- i. "I wanted to create my Ebook for a long time now, but the vision of creating it was... A bad one."
 - ii. "During the creation of my first Ebook I used graphical design services. I would probably be still using those, if not the costs of that."

- iii. "I've been wondering how to correctly approach writing my Ebook..."
- iv. "I tried doing it myself in Canva, but it didn't turn out well..."
- v. No time for creating an Ebook
- vi. No idea how to create an Ebook
- vii. They know that an Ebook is a marketing asset that they need but have no clue on how to create it
- viii. They have bad past experiences with creating an Ebook by themselves
 - 1. It either turned out looking like ass
 - 2. Or they didn't even finish it because it was so time consuming
- ix. They are not living the life they want - stuck in a job and not earning enough money
- x. They want to be free selling stuff on the internet

b. Desirable Dream State (all the customer language you gathered from your research):

- i. They saved money and time creating an Ebook "Would I recommend these templates to a friend? Of course! It is perfect for anyone that wants to save money and time while creating ebook and lead magnets"
- ii. "Creating the materials was not a problem, then getting them on the template and adding photos was very intuitive. One evening and the Ebook was ready." <- Ease of use
- iii. "I think it is a great source of additional income in my business and a form of spreading awareness over to my patients"
- iv. "I recommend these templates to anyone who does not know how to do graphical design on a PC, don't have nor the time or the courage to sit and think how to compose it all, make it look great, and want to feel a the cool satisfaction after creating their first Ebook!"
- v. They want easy to use templates
- vi. They want to save money and time on creating an Ebook
- vii. They want an additional source of income to add to their business
- viii. They want to be able to help their patients more
- ix. Feeling a cool satisfaction after creating their Ebook with their own hands
- x. Sudden rush of adrenaline when they see that someone has bought their Ebook that was made purely by them.

c. Where are they in the funnel right now (physically)?

- i. Scrolling facebook

d. Roadblock (what's stopping your market from living their dream state?):

- i. Lack of time to create an Ebook
- ii. Lack of idea for an Ebook

- iii. Not being a graphical person that can make beautiful designs
- e. **Solution (the unique mechanism that will allow your market to go to their dream state):**
 - i. A super easy and fast way to create an Ebook by yourself
- f. **Product (your client's paid tool that helps the market enact the solution better, faster, with less risk, etc):**
 - i. Ready-made Ebook templates
- g. **Objections they might have (All handled in the sales page)**
 - i. There are AI's doing that - why should I use it?
 - ii. Is it really worth to pay for these? I can find them for free online
 - iii. Is my Ebook going to look like every persons that used your templates?
 - iv. What If I don't find them useful?
- h. **Awareness** (highlight one of the available options below with **yellow**):
 - i. **Level 1 (Problem-Unaware):** Catch their attention, then reveal hidden problem/need/desire.
 - ii. **Level 2 (Problem-Aware):** Call out their problem then offer solution
 - iii. **Level 3 (Solution-Aware):** Call out known solution then offer product as best form of solution
 - iv. **Level 4 (Product-Aware):** Buy Now, Urgency, Scarcity, Risk Reversal/Guarantees, Social Proof, Crank pain/desire/need, etc.
- i. **Sophistication** (highlight one of the available options below with **yellow**):
 - i. **Stage 1 (First to Market):** Make a direct claim
 - ii. **Stage 2 (Second to Market):** Make a bigger or better claim
 - iii. **Stage 3 (Market Tires of Claims):** Lead with a unique/new mechanism
 - iv. **Stage 4 (Market Tires of Your Mechanism):** Position your version of the mechanism as unique, bigger and better
 - v. **Stage 5 (Market is Tired of EVERYTHING):** Niche Down, Identity Play, Enhance the Experience, Invent a New Mechanism, Connect to Bigger Outside Desire
- j. **Three Pillars** (Finally - movable "Will they buy/act?" Canva diagram where you're with EDITING access 🖱️🖱️🖱️)
<https://www.canva.com/design/DAGOB0b5BSA/dVw-kJ7wvOUY-m5nI4slxQ/edit>

k. **Type of Attention** (pick the appropriate and delete the other)

- i. **PASSIVE** - Use evolutionary triggers to stop their flow and arouse their attention, connect with existing desire or solution or product, continue with the persuasion.



🚩 **Where do I want them to go? (Actions I want them to take throughout my copy)** 🚩

- a. Stop the scroll
- b. Watch the ad
- c. Click the “discover more” button

🧠 **What steps (experiences) do they need to go through to go from where they are to where I want them to go?** 🧠

- 1. Grab attention
- 2. Present them their problem / known solutions
- 3. Present them the solution
- 4. Present the product

5. CTA

 **Copy Format? (DIC/PAS/HSO)** Highlight the appropriate format in **yellow** 

- a. DIC
- b. PAS
- c. HSO

④ U **Headline/Subject Line 4U's Formula: ④ U**

- ☐ Urgent
- ☐ Unique
- ☐ Useful
- ☐ Ultra-Specific

Dream outcome - You can create a profitable Ebook easily

Perceived likelihood of achievement - I used this method for a long time and 300+ entrepreneurs did too

Time delay - Less than 3 hours

Effort and sacrifice - Having to write the copy and come up with the topic using ChatGPT and then paste it into the templates

 **ACTUAL COPY/ASSET:** 

Advertisement #1 (solution aware)

SCENERY - Inside her house.

{Calling out their known solution}

Are you planning on creating an Ebook but dreading the time and effort it takes to create one?

What if there was an easy and fast way to make it happen?

{Calling out the most common ways to make the solution}

When creating a digital product, you can typically take one of two paths:

Either try to create the Ebook from scratch on your own, dedicating up to 100 hours of your valuable time for this task...

Or spend up to 2000 PLN to commission an Ebook design from a professional graphic designer...

{Introducing product}

But what if you could cut that time from 100 hours to just 3 hours? And do it for 10 times less than the cost of a graphic designer?

Introducing my professional and easy-to-use Ebook templates—designed to help you create breathtaking Ebooks that captivate your audience and turn readers into loyal customers ready to spend thousands in your business, all in just 3 hours, for only 99 PLN.

{CTA}

Join over 400 satisfied entrepreneurs who have transformed their ideas into polished Ebooks. Get your Ebook done in just three hours—don't wait, start now!

READ TIME - 38 Seconds

Advertisement #2 (solution aware)

SCENERY - Inside her home

{Calling out their roadblocks}

Do you want to save time and money when creating your Ebook? Of course, you do!

{Calling out the common mistakes, building curiosity}

So let me tell you, creating an Ebook by yourself or hiring a graphic designer to do it for you is NOT the right way to go about it.

Why?

Creating an Ebook on your own can take up to 100 hours. As an ambitious entrepreneur, you might only have 2 hours a day to spare, stretching this project over two long months... and that's if everything goes smoothly

And hiring a graphic designer is, well... Costly.

{Presenting product}

But there's a smarter way. Using my ready-made Ebook templates that are designed to save you time and money.

These templates can cut your Ebook creation time by up to 97 hours, and they cost 20 times less than the average fee a graphic designer would charge.

Already, 400+ entrepreneurs have used these templates to create an Ebook, which boosted their sales and helped them reclaim their valuable time.

{CTA}

Click "Learn More" and take the first step to having your Ebook done in just 3 hours.

Advertisement #3 (problem aware)

SCENERY: Inside her home, her son in the background, relaxed voice.

{Catching attention}

Are you facing the problem of lacking long-term customer relationships, which significantly reduces your revenue and decreases the number of your clients in your online business?

{Promising solution, building curiosity}

Here's how you can start building better relationships with customers starting tomorrow.

{Introducing solution}

The solution to your problem is to create an Ebook, which you will offer as free value to your existing and new customers.

{Promising a easier way to use solution}

I will soon share with you my tool that will help you save up to 90 hours when creating an Ebook.

{Showing them that it really works}

But first, think about how you feel when you receive a gift from someone...

(2 seconds pause)

Your customers will feel the same way when they receive a free Ebook from you. An Ebook that would solve one of their problems or provide answers to their FAQ.

This small gift will make them trust you more and always choose your business over the competition, even resulting in them bringing their friends through the door!

{Talking about solution and common roadblocks}

However, you probably don't have one of these three things needed to create an Ebook right now...

- Time
- Idea
- Money to commission a design from a graphic designer

{Introducing Product}

My solution—Ebook templates—will come in handy for you.

These templates will help you create your Ebook in less than 3 hours, even if you currently have no idea for your digital product or graphic design skills.

You can find more information about these templates at this link, so I will now put you in a position to choose.

{CTA}

You can either follow the path taken by over 400 Polish entrepreneurs and create an Ebook that will help build your business without worries, or scroll on and accept that your business might turn into a “business on life support,” as all your current customers slowly start leaving for competitors who followed my advice...

READ TIME - 1 minute 30 seconds

Advertisement #4 (problem aware)

SCENERY - A place overlooking a beach in Tenerife. Relaxed, calm voice.

{Catching attention}

Did you know that 70% of customers stop using a company's services when they don't feel appreciated?

{Aggravating the problem}

It's time to face the truth—are you really taking care of your customers?

How do you treat customers who have been with you from the beginning—do you even have any?

If the HONEST answer to any of these questions is no... You need to act to improve your customer relationships...

I know what you're thinking now—How do I do it?

{Introducing solution}

By offering them a free product, such as an Ebook.

An Ebook could be a guide helping them with a problem or expanding on a topic they often ask about. Something that will interest them.

You could give this Ebook to them in electronic or print format, for example, when they are placing an order.

Because of this gift, they will remember your business and COME BACK to it.

However, you probably don't have one of these three things needed to create an Ebook right now...

- Time
- Idea
- Money to commission a design from a graphic designer

{Introducing Product}

And that's where my solution—250 Ebook templates—comes in handy.

These templates will help you create your Ebook in less than 3 hours, so that you'll be able to start improving your relationships with customers even as soon as tomorrow.

You can find more information about these templates after clicking the link. So. I'll leave you with a choice now...

{CTA}

You can either follow the path taken by over 400 Polish entrepreneurs and create an Ebook that will help you reach your next goals for your business, or scroll on and accept that your business might turn into a “business on life support,” as all your current customers slowly start leaving for competitors who followed my advice...

LENGHT - Around 1 minute 40 seconds

AD #5 - Solution aware

SCENERY - On a beach in tenerife

Why spend 1000 PLN on a graphic designer when you can create a stunning Ebook yourself in just 3 hours using my solution?

Many entrepreneurs either waste weeks trying to design a profitable digital product themselves or shell out a small fortune on designers.

But the truth is, creating an Ebook doesn't have to break the bank—or take up all your time.

Because there's a more cost- and time-effective solution: my ready-made Ebook templates. These templates reduce your Ebook creation time to just 3 hours and cost even 10 times less than a professional designer.

With these templates, you'll have a professional Ebook ready in no time, without the need to spend a hefty sum of money. It's the perfect solution for ambitious entrepreneurs who value both their time and their money.

Click 'Learn More' and have an Ebook that will make your customers happy done by tomorrow.

Ad #6 (Solution aware, created by TRW GPT)

SCENERY - Inside her home

What if you could create a professional Ebook in the time it takes to binge a couple of episodes on Netflix?

Many entrepreneurs spend weeks or even months trying to create their perfect Ebook.

But who has that kind of time? Your business needs results now.

That's where my ready-made Ebook templates come into play. Designed to cut down creation time from to just 3 hours, these templates let you produce a polished Ebook in a single afternoon (or evening).

Stop wasting time on designing your Ebook and start focusing on what really matters—growing your business.

Join the 400+ entrepreneurs that have already discovered how easy and satisfying creating an Ebook can be and click the link in this ad.

Ad #7 (Solution aware, written by TRW GPT)

SCENERY - Outside, walking

Your customers deserve a stunning Ebook. You deserve to create it effortlessly.

Using a tool that I've developed you can create an amazing looking digital product that will impress your clients in just 3 hours.

400+ entrepreneurs have already used my tool to upgrade their businesses and impress all of their customers.

Click 'Learn More' to discover my solution to easily creating an Ebook.

AD #8

SCENERY - Inside her home, sitting

Harness the power of AI to create your Ebook faster than ever.

I've recently created a solution that allows you to create an Ebook in just 3 hours while retaining the satisfaction that comes from creating an Ebook by yourself.

This tool is my ebook templates, which are not just easy to use—they're also designed to work seamlessly with AI tools like ChatGPT.

Now don't worry, if you have no clue how to use ChatGPT now, you'll learn how to use AI smartly and profitably, all while saving time on your Ebook creation once you get access to my solution.

Click "discover more" and learn how to combine the power of AI with my professional and stunning templates to create a profitable Ebook in just hours.

AD #9

SCENERY - On a beach in tenerife

Why struggle with designing your Ebook when an easier solution is already here?

My templates save you the hassle of creating an Ebook from scratch. With 250+ fully editable pages, you can customize your Ebook quickly and easily, saving you hours of work.

Over 400 entrepreneurs have used these templates to simplify their Ebook creation process. Now it's your turn.

Learn More and create your Ebook in record time!

Ad #10

SCENERY - Inside her home

Smart entrepreneurs know that time is their most valuable resource.

That's why they create Ebooks using a tool which allows them to save time and focus on growing their business.

This tool is my Ebook templates, and they allow you to create a professional Ebook your audience will love in less than 3 hours.

Join 400+ entrepreneurs that picked the right way to go about creating an Ebook and click "Learn more"!

AD #11

On a beach in Tenerife

This resource allows you to go from zero to a finished Ebook in just 3 hours.

And it's not paying a hefty sum to a graphic designer.

This tool is something I've recently developed, and it came out from 7+ years of my experience.

It's my easy-to-use Ebook templates that are designed to cut down your creation time dramatically. Using them you'll have a professional Ebook that will impress your audience in just hours

Join 400+ entrepreneurs who've already turned their ideas profitable Ebook ideas into reality with my templates.

Click 'Learn More' and start creating an Ebook your audience will love!

