

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: SAAS (Software as a service)

Business Objective: Get person watching the sponsored ad to click on website and sign up for their free trial > goal is get them as a permanent customer/user

Funnel: Social media funnel

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Procrastinators
- b. Professionals
- c. Grad students
- d. People with big work projects/tasks
- e. People with ADHD
- f. WFH contractor
- g. I'm a mom of four, and I also take care of my two aging parents.

BONUS > WHO IT ISN'T FOR - NOT WHO I'M TARGETING/TALKING TO <

- h. "I would not recommend it for undergrad/HS students or people trying to organize their personal life with it"

2. Where are they now?

Current State (verbatim statements):

i. The app offers significantly less functionality than expected compared to its competitors, while it may offer a simpler UI it isn't worth it for the lack of configurability. Also way more expensive than its competitors.

lii. It's glitchy, it doesn't work correctly, and I can't even do simple things like edit a task. Please make your app better because I really want to keep using motion but there are too many times when I'm not at my computer and I can't do something very simple with your app and it is becoming increasingly frustrating.

lii. It's laggy, freezes

lv. Awful experience so far. An app that's supposed to save me 8 hours a week has so far cost me 20 in setting this up. And I'm not even done yet because it's so poorly designed. Where to begin... Unresponsive support, app just decides some high priority tasks shouldn't be done and doesn't schedule them. It schedules things when it wants to not based on the schedule I input. I wanted to like this. On the surface it seems like an amazing idea and it is, but it needs major polishing for the cost.

Dream State (verbatim statements):

I. It helps me so much with handling the overwhelm of lots of small and big tasks associated with small and big projects, and just gives me idea how to squeeze them in between days packed with meetings

li. Easy to use, and works well for prioritizing!

li. I introduced the product to my team this morning after briefly familising myself with it the night before. After putting our project in "Motion" we have already had a hugely productive day and everyone is excited about using the new software. our particular business model requires allot of mobility so being able to access the days agenda on our devices is a must!

lii. When I first put all my tasks and Motion AI put all them into my calendar. I started to cry of relief. This app has made me 100% more productive in last month Ive been using it. Even though I am procrastinator and have huge anxiety all the time.. motion helped to fix that.

Level of desire: 4/10

Level of certainty in idea: 3/10

Level of trust in general idea and top players of market: general idea - 3/10, leaders of market - 1.5/10

Level of market awareness: Problem aware > level 2

Level of market sophistication: Market sophistication level 5 > market is tired of everything > niche down to a special AI productivity tool rather than just a regular productivity tool

3. What do I want them to do?

- A. Stop scrolling
- B. Watch sponsored video ad
- C. Click on profile
- D. Then click onto website (maybe follow)
- E. Sign up for free trial
- F. Stay using it all throughout the trial and pay for the subscription

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. Based on what they see first, what would stop them scrolling is "POV: you're trying to hit the gym..." (what got me to stop as I fit within the broad target market
- B. POV is a common popular social media trend that is proven to be successful < so they're taking advantage of trends which is smart

What they could do better though is instead of saying ""POV: you're **trying**... - already paint the dream state so the viewer can envision themselves in the dream state. This amplifies desire.

Example: instead of pov you're trying >

“POV: You've become 10x more productive and finished all your projects before the due date despite being a professional procrastinator with severe anxiety using TRW”

Join today for only \$49!

- C. Clear image of the dream state > shows guy focused working getting his work done (dream state of the target market is to get things done)
- D. “Get a promotion, grow your side hustle, stay social, meal prep, meditate, and do it all over again tomorrow” < selling the dream state
- E. Bright, objectively beautiful because of the nice summer weather scene (in a relaxing sunny green atmosphere)
- F. “It creates the perfect schedule for you, +25% more productive” < selling dream state
- G. “0 stress and frees up time so you can do the things you love” > leveraging value equation, reducing the level of sacrifice, stress and amount of effort + time required to achieve dream outcome to increase perceived value
- H. Lead magnet CTA > “Try Motion for FREE!” < again, using the value equation by reducing sacrifice, investment of money, risk of spending money, and effort to increase the perceived value to the viewer
- I. Easy set-up on website to setup for free trial > website headline highlights what the offer is and the benefit
- J. “Try motion for free” <<< lead magnet
- K. Start your free trial. Cancel in 1 click < leveraging value equation by reducing risk of spending money + effort to cancel in case they decide they aren't interested anymore

DRAFT

<https://drive.google.com/file/d/1pgK7ILZOSi8YNDBhW4dlbVmxTh9jFuWV/view?usp=sharing>

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