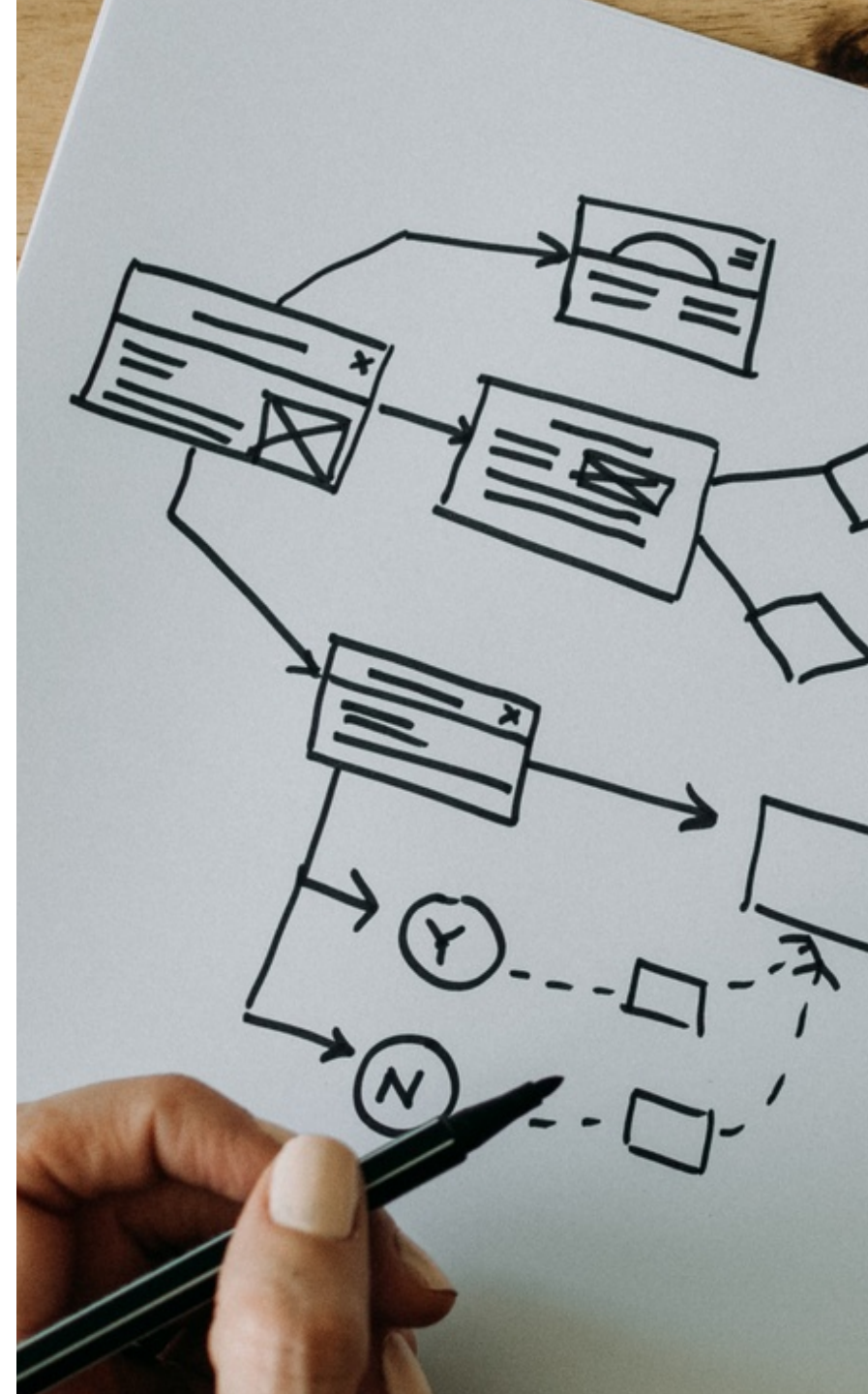# WINNER'S WRITING PROCESS

REMINDER: YOUR JOB

- **We engineer experiences for the reader to:**
  1. Grab their attention
  2. Then get them to buy/act

- **We have to plan both the outcome we want, and then the flow the reader needs to go through to make the objective happen**

SCOPE

- Remember those flows from the last lesson?

- Each step along the way is it's own "mini experience"

- One mini-experience hands the reader off to the next mini-experience and then the next all the way to the end.

- You're job is to make sure that each of those little pieces together "does it's job"

Winner's Writing Process

1 **What is the business objective I want to achieve?**

Get more attention?
Convert that attention to money?

2 **Who am I talking to?**

What kind of people are my target audience? What do they want?

3 **Where are they now?**

Where are they in my funnel?
Where are they in regards to their attention, desire, belief, and trust?

4 **What do I want them to do?**

What specific actions do I want them to take at the end of this little experience?
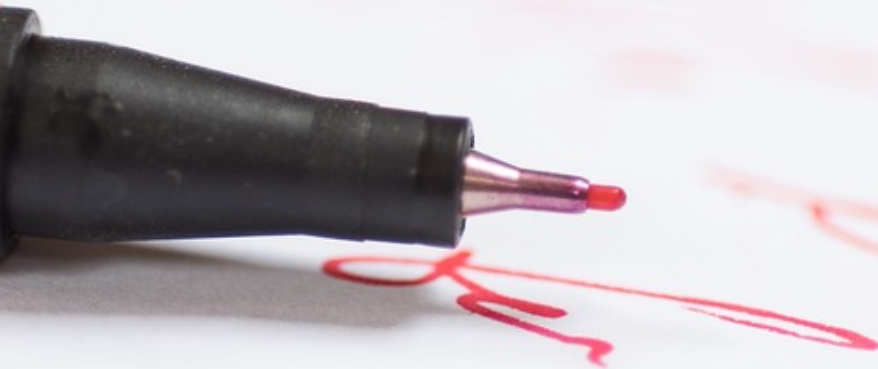
5 **What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?**

Create an outline

Revision Process

- Go through winner's writing process and create an outline

- Create rough draft(s)

- Revise rough draft until you believe it will be effectinve
  (Bonus get help from students inside TRW at this stage)

- Send revised draft to your clients for review

- Make any needed revisions

- Push marketing material live

- Measure results and continue to iterate if necessary until results are satisfactory

Cheat Code #1 - Steal from "Top Players"

- **Steal outline from copy that is already successfully achieving the same outcome you want**

- **Find a successful business in the same niche**
  High number of reviews, obvious quality marketing, plenty of testimonials, etc

- **Look at the corresponding part of their funnel**

LET'S JUST DO IT LIVE...

CREATE YOUR OWN OUTLINE AND DRAFT

- Take a piece of the funnel you mapped out yesterday

- Go through the Winner's Writing Process

- Create your own draft based on what you see