

100 Pushups

<https://rumble.com/v560nmr-100-pushups.html>

Roadblock - Solution - Product:

Problem - Liam's sports car, truck, or SUV is constantly looking dirty. This makes him feel self conscious when he drives, even though he knows nobody cares

Dream State - Liam's sports car, truck, or SUV would look great and he would feel confident and fast while driving. He would also get respect and compliments from other people on the street for his sports car.

Roadblock - Liam's car is exposed to the elements, and he's a busy man. This means he doesn't have enough time to wash it everyday to make sure it always looks super clean.

Solution - A ceramic coating that can be put on his car, to make it quicker to wash 1hr→20m, make it look better, and keep it from getting dirty as often.

Product - Detail Depot. A detailing shop less than 15 miles away that installs ceramic coatings that last up to five years. Detail Depot has 30 years of experience, uses great products and pays attention to details, meaning his ceramic coating application will look better than everyone else's.

Value Equation:

Perceived likelihood of achievement - 30 years of experience, 240 5 star reviews, detailed luxury cars (Lambo, McLaren, Rolls Royce), ceramic coating made in the USA

Time Delay - 2 days, 1 to work on the vehicle and the second to let it cure.

Dream Outcome - Detail Depot will make their car look great from head to toe.

Effort & Sacrifice - Detail Depot will handle all the labour required to achieve the dream outcome. All they have to do is drive over and drop off their vehicle.

Full Funnel:

Google Ad (what you see here) → Website page + lead form → Lead gets called by client & booked

Once the ads and website are dialed in I will also add SMS follow ups for my client so they can stay top of mind.

Who am I talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women? - Men
- Approximate Age range? 50-65 years old
- Occupation? Realtors, lawyers, salesmen
- Income level? 70k+/year
- Geographic location? Pinellas County, Florida
- Own an expensive sports car/truck/SUV priced at 50k+, considers his car a “nice car”
- Likes cars but isn’t a geek/”car enthusiast” about them. Like me who likes watches but doesn’t really care about all the specs, just likes it looking nice

Basic Avatar



Liam, age 55, lives in Pinellas county Florida

Backstory:

Liam's obsession for a Corvette started from a young age. As a young boy in the mid 80s he would start to see his favorite car everywhere his parents took him. He would mostly see C4's driving around, and he loved them. He told himself right then as a boy, that he would own a Corvette as soon as he could. Fast forward 15 years, Liam bought his first Corvette at the age of 25. He was extremely happy with his purchase, even going as far to call himself the "happiest 25 year old anyone had ever seen". He enjoyed it and drove it alot, putting 36,000 miles on it in only 3 years. Life happened, and Liam was in financial trouble, forcing him to sell his Corvette, but he never stopped dreaming about when he'd own his next Corvette. He then started searching for his next Corvette several years later, as he had more money now from being a successful realtor in Pinellas County. He found a Corvette he liked, and after a few days of thinking and contemplating, he bought it. Two years later he traded in his C6 Corvette for a newer and better C7, which was a dream come true. He then traded his C7 in, which he named "blue furry" in for a C8. It broke his heart to see his "blue furry" car gone and over, but it was quickly healed after taking one drive in the C8.

Day in the life:

7am:

Liam wakes up at 7am every day except for Sunday which he takes off.

7:00 → 8:30

Liam then looks at local news and events from 7:00→8:30am

He uses these local news and events to go ahead and create social media and email content

Liam then goes and checks the MLS's hotsheets and see whats being bought and sold right now

8:30 → 9:30

Liam is in the CRM reaching out to people, sending emails, phone calls, texting, and adding in new leads from the previous day

9:30→12:00

Social media scripting and filming. Keyword research, what he has talked about and hasn't talked about yet, and coming up with topics.

The rest of the day gets filled up with contract complaints, appointments, zoom calls, talking to clients about inspection reports. After all that is done, Liam then goes back home and talks with his wife and kids, watches some TV shows on netflix with his wife, looks at the latest car news, and goes to sleep around 11pm.

Painful Current State

- What are they afraid of?
 - Liam is scared of getting his car damaged - "We recently started having to park the car in the elements, unprotected from the sun, so we decided to bring it back to Detail Depot to have it ceramic coated.", "I purchased my first new car in 17 years and it's very important to me that the paint stays looking new as long as possible."
 - Liam is scared of getting the gloss black trim on his car damaged - "I think the biggest impact of ceramic coating is on the gloss black trim pieces, those do get surface scratches pretty easily, they get swirl marks, so by ceramic coating all the black accents I think this car is protected for many years to come"
- What are they angry about? Who are they angry at?
 - Liam gets extremely angry when some dealerships charge above MSRP and overcharge because some vehicles are rare and were just released.
 - Liam gets angry when dealers overcharge on basic things, and try to "scam" them
- What are their top daily frustrations?
 - Liam gets frustrated when he just spent an hour washing his car, to then see pollen, bird poop, and dirt after only 25 miles of driving - "And you can even see pollen season is in full effect so about 25 to 30 miles of driving from the detailing shop, there's pollen all over the car already"
- What are they embarrassed about?
 - Liam feels slightly embarrassed when his car is dirty and he has to drive it

around town. He feels this way even though he knows no one is looking or cares. He feels like he's walking around with a clear stain on a white shirt.

- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?
 - Getting his car ceramic coated makes Liam feel happy and euphoric seeing his car look so much nicer.
 - After washing his car Liam feels great because his car looks super clean and nice. However he rarely has time to do this, as it takes about an hour, so he washes it every two weeks.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 - My car is always dirty man, whether it's pollen, bird shit, or just dirt on the road, I can never keep it clean! - Says while laughing
- What is keeping them from solving their problems now?
 - Liam isn't 100% sure what person to go with, making him feel uncertainty about going with a company

Desirable Dream State

- Current highest desire = Status
- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
 - Liam's car would look great - "make this car a beautiful daily driver", "just makes the whole car look super slick and clean", "the paint is gorgeous", "almost like the paint is wet at all times", "glass finish"
 - Liam's car would be super easy to wash - "And it's super easy to keep clean & free from water spots", "Makes it so much easier to maintain and keep her looking like the smoking hot ride she is", "I really really enjoyed how easy it is to wash it", "It's going to help keep the engine bay cleaner and looking nicer that much longer because nothing is going to stick to it as easily"
 - Liam would have peace of mind knowing his vehicle is protected - "Giving you that layer of protection throughout the car giving me that peace of mind" "When you're looking at the minor scuffs and scratches from rubbing up against the car, or washing it incorrectly, somebody touching your car, things like that it's going to help resist those types of scratches that add up over time and definitely take a toll on

your paint, It's also going to do a great job in helping resist damage from things like bugs splatting on the car, bird poop, acid rain, tree sap, UV, leaves"

- Who do they want to impress?
 - 1. Compliments → 2. Thumbs up → 3. Stares = Hierarchy of how they receive Status
 - Other drivers on the road - "This does turn heads, this does get attention from far away. I mean this thing sticks out like a sore thumb",
 - Friends - "Surprise em with my new baby"
 - Neighborhood kids - "Driving through a parking garage a few years ago, a kid was standing with his father by the trunk of their car, and yelled, 'look dad, it's the batmobile!'", "A 10-12 year old and his friend were walking by my car and he yelled out and pointed to my car, rattling off stats and performance figures to his friend. It just reminded me of being his age and getting excited about seeing cars I loved."
 - People at car shows, however, they don't want to be super braggadocious with this and would like to get people coming by and complimenting them, not trying to go out and impress people.
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
 - Liam would feel powerful and fast on the highway - "whoo, oh man!", "FLOOR IT"
 - Liam would get compliments on his car from people on the street, and get many thumbs up when driving.
 - Liam would be able to wash his car extremely fast, in under 20 minutes.
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
 - I want to fully protect my car, make sure it stays protected for a long time. I mean it's one of the most expensive cars I've ever bought, and I want to make sure it lasts. I also wish it just looked super clean all the time, like it's just washed each day I wake up.

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face? -
 - You need to pay attention to detail to get a good result with ceramic coating
 - Spending lots of money on a car is not a waste of money, and instead is a driver and motivator to do more and make more money - "For some of us it's a driver and motivator to do more and make more.", "Ya I'm going to have to strongly disagree lol, it will force you to move forward and better yourself. He must be a democrat"
 - They are republicans and conservatives
 - They believe a ceramic coating is the answer, but are careful about making sure

they get a reputable installer

- Who do they blame for their current problems and frustrations?
 - They blame outside factors like the environment, birds, pollen season, etc.
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - They tried waxing their car in the past. It worked, but was just annoying having to go in every few months to get his car waxed again
- How do they evaluate and decide if a solution is going to work or not?
 - The reviews of the shop, how long they've been in business, **How good their website looks - big one**, what level of cars they service, ex: lambo's, rolls royce, etc.
- What figures or brands in the industry do they respect and why?
 - They respect Lamborghini, Porsche, Cadillac, Rolls Royce, and other luxury car brands. This is because they have a reputation for quality, and like the vehicles they make.
- What character traits do they value in themselves and others?
 - They like people who go above and beyond - "They also touched up the black rims and ceramic coated them & the calipers", "They even cleaned the rust off the rotors which was completely unexpected"
 - Likes upfront & friendly people - "Doug is a very friendly, no b.s. Kind of guy."
 - Frequent & plentiful communication - "Doug was extremely communicative and informative throughout the entire process. I appreciate his thoroughness and commitment to excellent customer service."
 - Speed - "Thank you, Doug and crew for the hard-work and detailed, speedy service."
 - Knowledgeable - "He knew exactly what service needed for my suv"
 - The company care's about the customer - "Not only does he provide excellent service with quality products beyond my expectations, he went the extra mile to ensure that I knew how to properly maintain and gave me information on the general upkeep of the **ceramic** coating. Do's and don't s if you will."
- What character traits do they despise in themselves and others?
 - Being unresponsive
 - Being slow and taking a long time
 - Snaking and trying to sell services that aren't needed
 - Being rude
- What trends in the market are they aware of? What do they think about these trends?
 - Liam is aware that ceramic coatings have become quite popular and is interested in getting one.

- Liam is aware that EV vehicles are becoming more popular, and likes the idea of EV's slightly. He isn't mega geeked into it but thinks its cool and techy
- Liam is aware that cars are becoming more and more expensive, he doesn't mind that much because he always wanted the higher-end cars, however feels some frustration that he might have to save a little longer to get another car.
- What "tribes are they a part of? How do they signal and gain status in those tribes?"
 - Car shows - they like going to car shows "today's the lucky day"
 - Making their car look cleaner
 - Buying more expensive cars
 - Adding mods to their car to make it look unique and cooler
 - Race track - doesn't go all the time but goes sometimes
 - Fast car - "I can't wait to get to the track in a couple months and lap a couple porches, maybe they'll be someone out there with a GTR, god I hope I can lap someone with a GTR"
 - Knowing track etiquette
 - Nice car
 - Winning races in the 1/4mile and being a good driver on the track
 - Friend group that does car rallys - "car guy vacation"
 - Having nice expensive cars
 - Having mods on their car, carbon fibre hoods, sports stripes, making it look unique and cool
- How does status look like in their tribes
 - Car shows
 - People taking videos of their cars
 - People taking selfies with them and their car = car, fan + avatar in one shot
 - People complimenting their car
 - Calling out specific things they saw that they liked
 - People waving to them as they drive past
 - Friends
 - Their friends would be excited and smiling, being very happy
 - Friends would compliment their car
 - Friends would take a picture
 - They would offer to take their friends for a drive and show off the new car
 - Family
 - Their family would be excited and smiling, being very happy
 - Family would compliment their car
 - Family would take a picture
 - They would offer to take their family for a drive and show off the new car

Confident, cool, professional, adventurous, courageous – James bond, give or take some classiness

He likes driving his car fast

Where are they now?

Liam just started talking to his friend who got a ceramic coating and is interested in getting one himself. He decided to go lookup “ceramic coatings near me” to get started.

Active Attention

Sophistication Lvl 4

Liam is solution aware, he has heard about ceramic coatings from friends and has done some research online into what they are, how they work, and the benefits they provide.

Current desire - 3

Current Trust - 1

Current Certainty - 7

Where do I want them to go?

I want Liam to click on my google ad

Desire - 3

Trust - 1

Certainty - 7

What steps do I need them to take?

Attention/Disrupt

1. Services
2. Location
3. Differentiator

Trust/We're the best

1. USA

2. 240 reviews
3. 30 years
4. Certified Installer
5. Lambo, McLaren, RR
6. Fastest Quote
7. Wheel off service
8. Sleekest finish
9. Smoothest finish

CTA

1. Click to get a fast quote

Personal Analysis:

I think my ads do well to attract active attention, as each of them has a differentiator in the headline that makes my client stand out + shows why we're better.

I also believe I do a good job of conveying 1 idea per ad, and don't overcrowd it with too many ideas. I believe this should help make it stronger and more convincing.

I choose to add the "240+ 5-Star reviews, certified installer, 30+ years of experience" part on the last ad even though it didn't 100% match up with the headline because it helps further establish trust and show why we're the best.

I will be testing just completely removing the "240+ 5-Star reviews, certified installer, 30+ years of experience" section in the 3rd ad to see if that works better, however I believe it will perform better with it in as it hits trust from more than one angle.

Copy:

USA Made Ceramic Coatings - Right Here In Pinellas County!

Get real Ceramic Coatings made right here in the great USA. With the same company that brought graphene coatings to the market. Click to get the fastest quote in Pinellas County!

Top Tier Ceramic Coatings - 30 Years Of Experience - 240+ 5-Star Reviews

Get the highest quality ceramic coatings and the most experienced installers. 240+ 5-Star Reviews, Certified Installer, 30+ Years Of Experience. Click to get the fastest quote in Pinellas County!

Award Winning Ceramic Coatings - Trolley Market Square Car Show - 1st & 3rd Place

Get award-winning Ceramic Coatings and the most experienced installers. 240+ 5-Star Reviews, Certified Installer, 30+ Years Of Experience. Click to get the fastest quote in Pinellas County!