

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Decorators

Business Objective: Run facebook ads and make a website

Funnel: FB/meta ads. Search funnel

WINNER'S WRITING PROCESS

1. Who am I talking to

People with homes that want new colour walls professionally done

Exteriors

Wallpapers

Landlords looking to renovate

2. Where are they now

- a. Scrolling on FB
- b. Searching for decorators in the area
- c. Current levels
 - i. Feeling of pain/desire 4/10
 - ii. Belief in success of the idea 4/10
 - iii. Trust in company 4/10
- d. Levels I want
 - i. Feeling of pain/desire 6/10
 - ii. Belief in success of the idea 7/10
 - iii. Trust in company 8/10
- e. Current state
 - i. Outside of the house given into the elements looks unclean
 - ii. Can't wallpaper the way you imagined
 - iii. Painting room takes time and effort you don't have

- f. Dream state

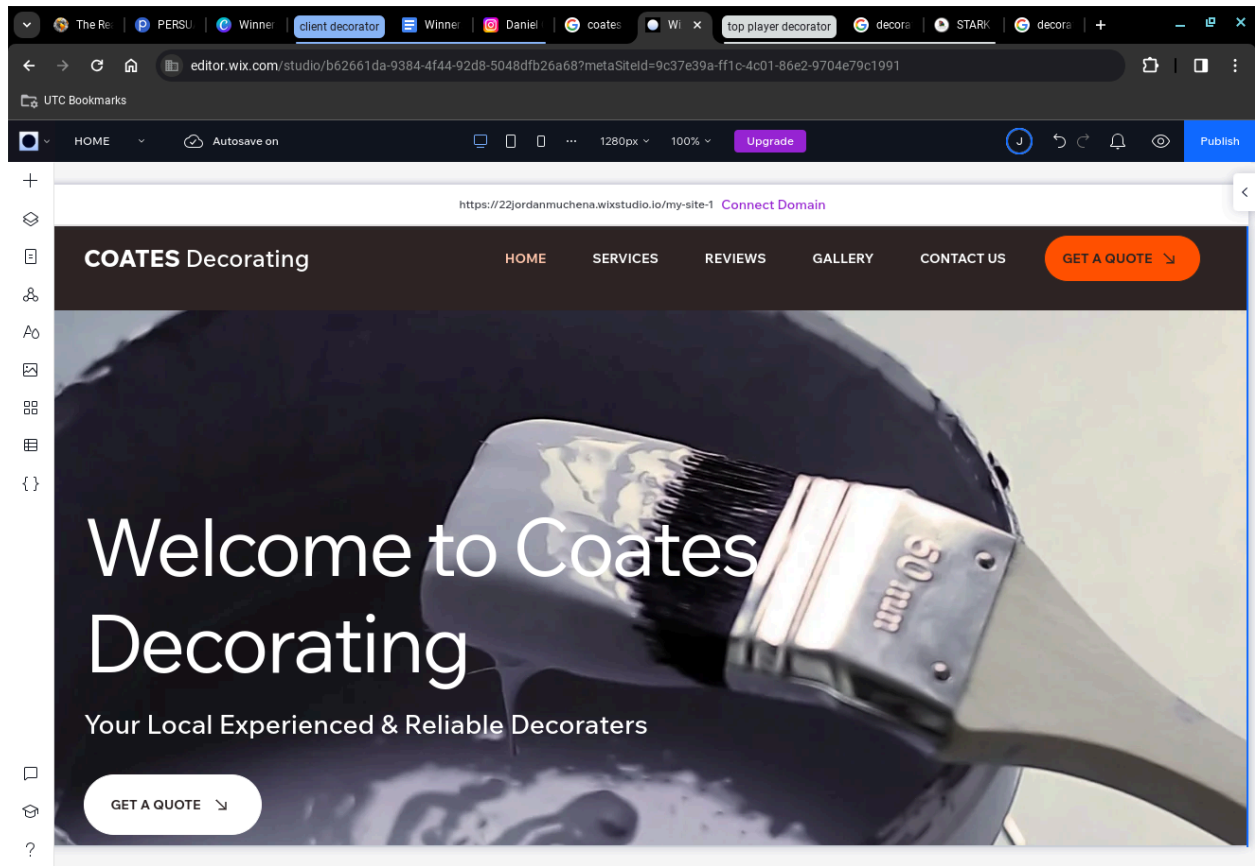
3. What do I want them to do?

- a. Go to the website and get in contact
- b. Go to the website through the pay ads and book
- c. DM from seeing the paid ads

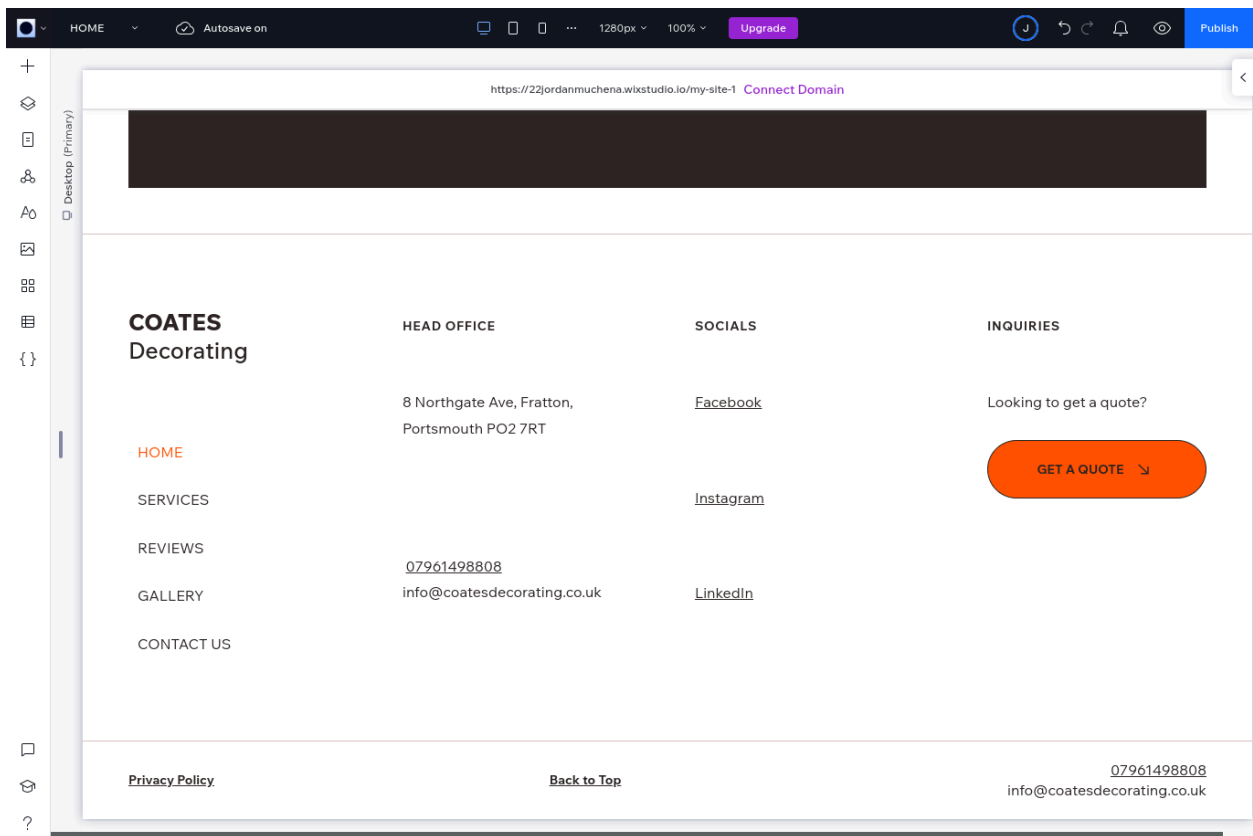
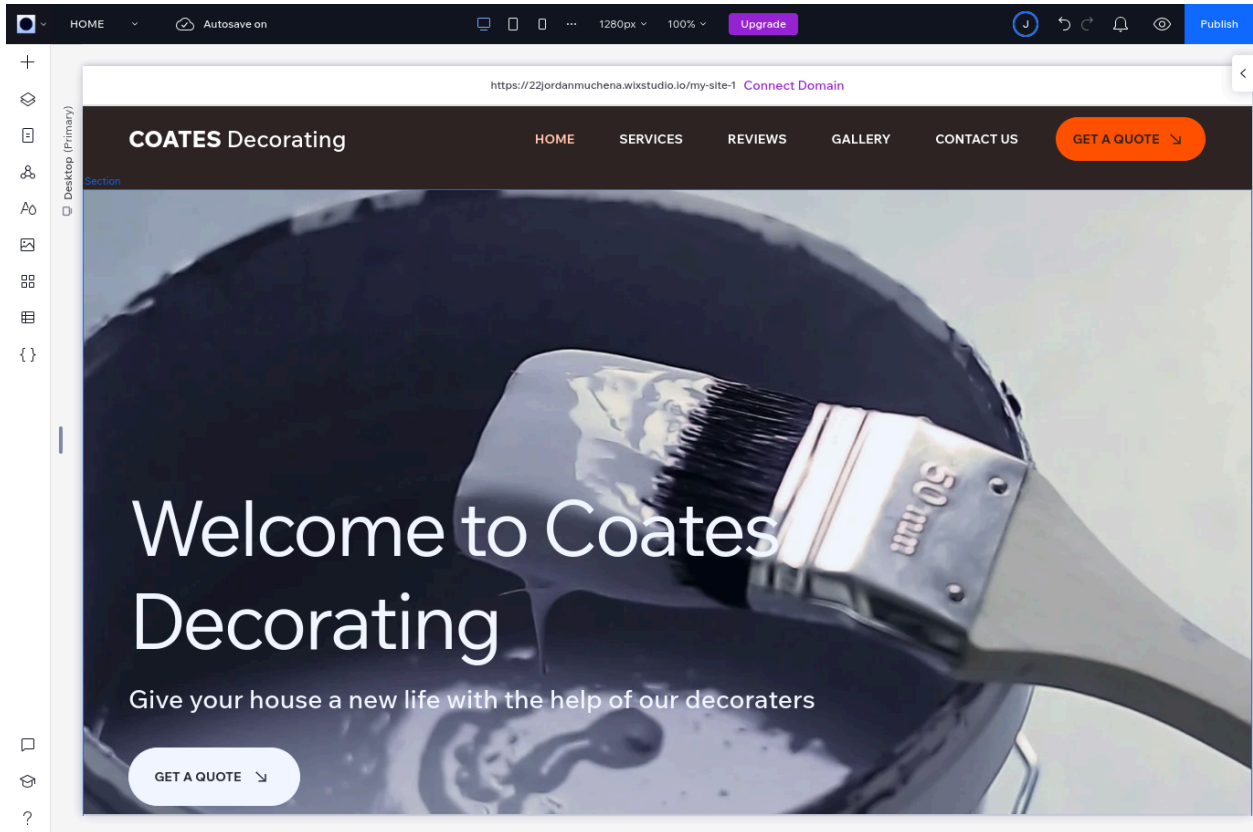
4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- a. The dream state.
 - i. Nice looking house
 - ii. Looks new
 - iii. Refurb
- b. Testimonials
 - i. Checkatrade reviews
 - ii. Reviews posted on instagram

Draft



This is the landing page I would send to my client as a free sample. I'm unsure whether to choose between the top or bottom design as the bottom design gives them that dream state idea



"Excellent work. Very pleased. Always kept in contact Will definitely use again. Thanks." -W



Yet again I am unsure of which design is best. The one above showcases his work and the dreamstate and the one below I believe build trust in the company.

"Excellent work. Very pleased. Always kept in contact Will definitely use again. Thanks." -W

