

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
 - i. People complimenting you on your house
 - ii. Feeling of accomplishment

- iii. Not a single sweat broken or time spent on painting.
- iv. Clean looking house makes you person feel better

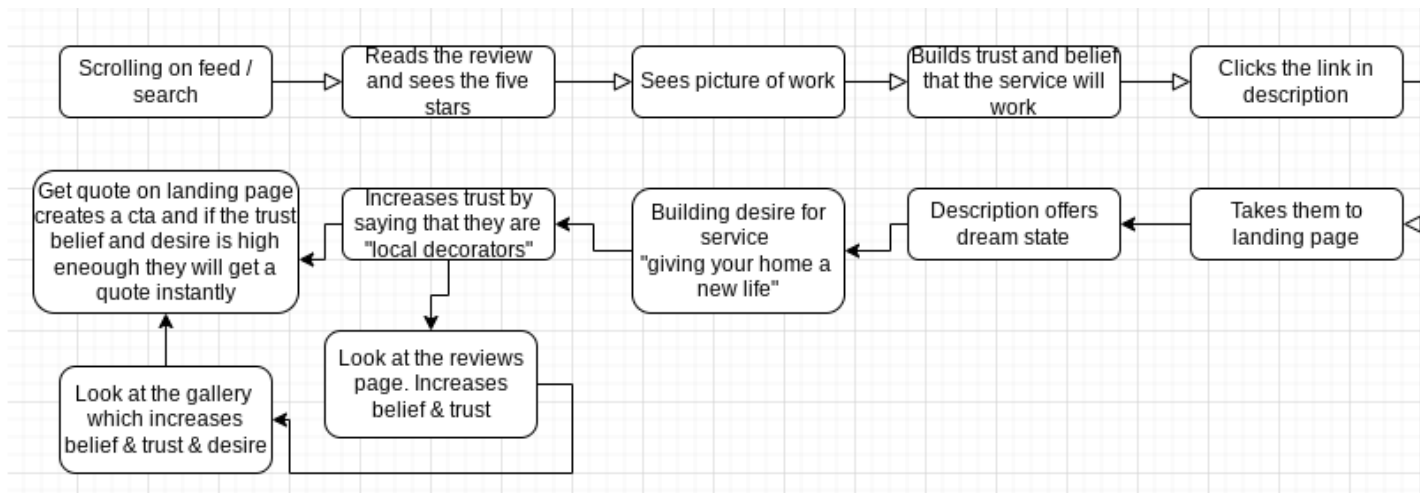
3. What do I want them to do?

- 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

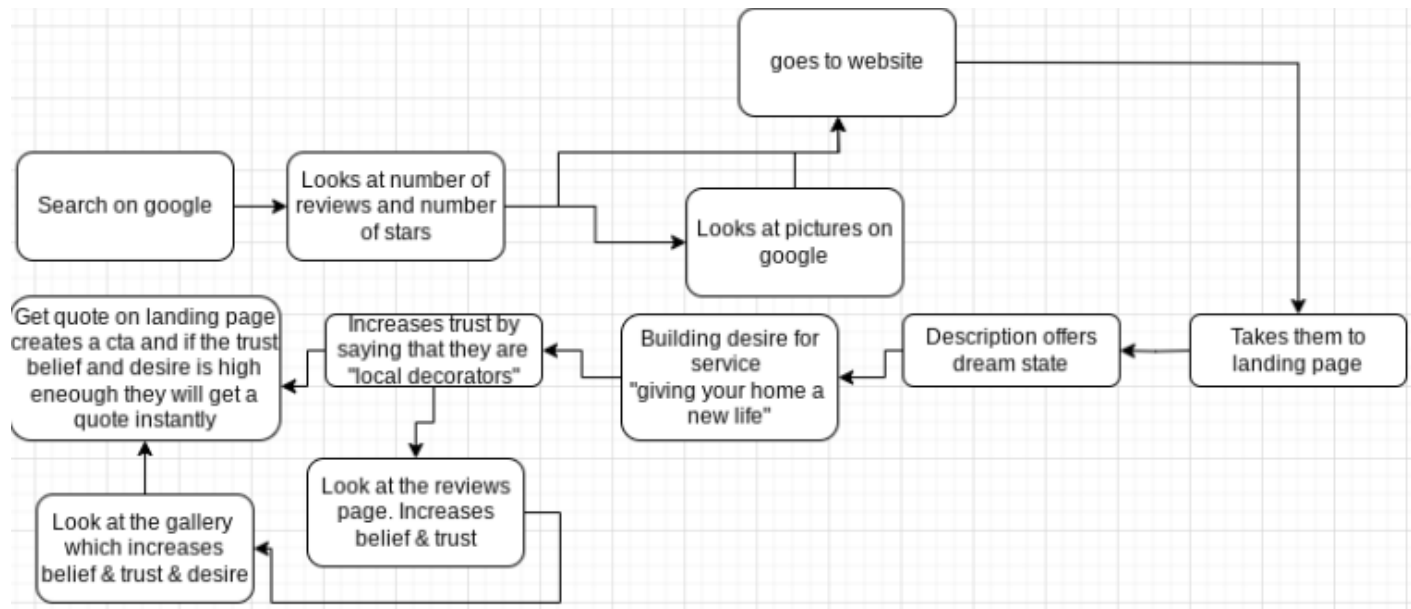
4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

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

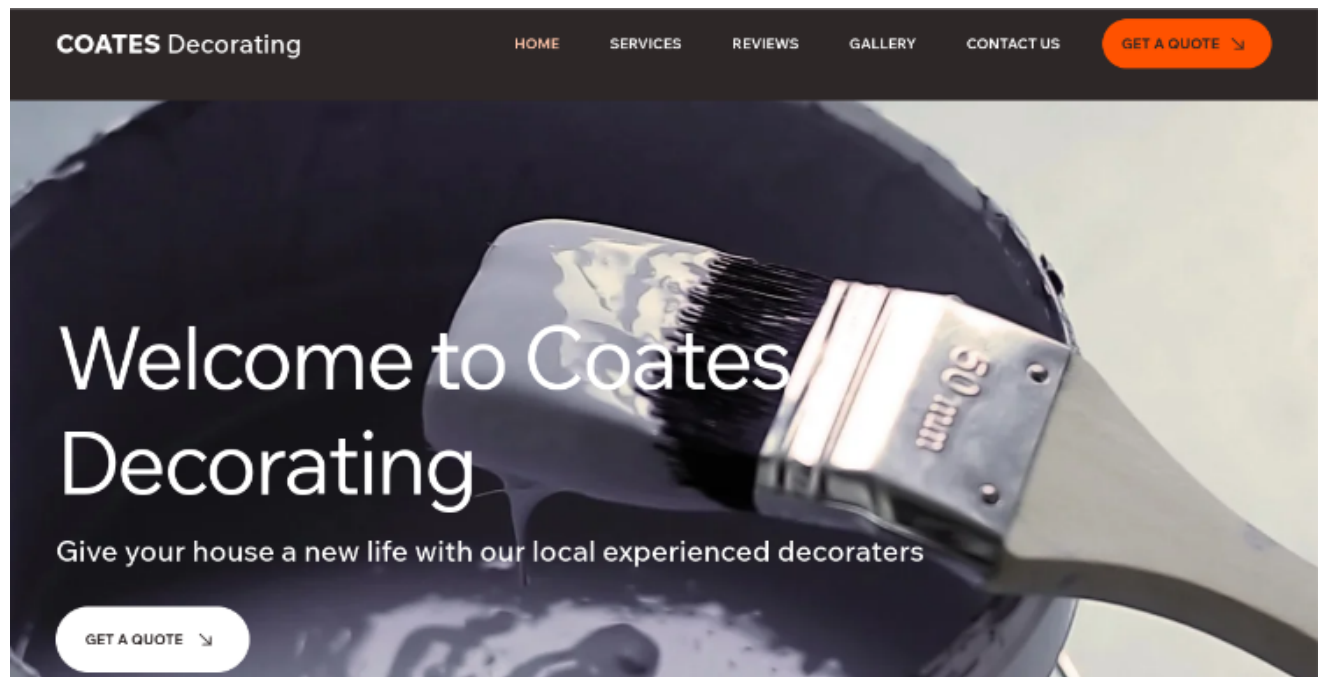
FB ad funnel



Search funnel



Draft



This is the landing page I would send to my client as a free sample.

The bottom line is highlighting the dream state while increasing the desire.

It also increases the trust in the company.

The get a quote is the call to action and if the customer feels that the company is trustworthy they will click it without going any further.

COATES Decorating	HEAD OFFICE	SOCIALS	INQUIRIES
	8 Northgate Ave, Fratton, Portsmouth PO2 7RT	Facebook	Looking to get a quote?
HOME			GET A QUOTE ↘
SERVICES		Instagram	
REVIEWS	07961498808		
GALLERY	info@coatesdecorating.co.uk	LinkedIn	
CONTACT US			

Privacy Policy	Back to Top	07961498808 info@coatesdecorating.co.uk
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This would be the last page which includes another CTA in a last attempt to get them to contact. It also includes where the head office is and the contact information increasing reliability in the company.

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



Showcases his work and the dream state

The review increases the belief that the service will work. This is further backed by the five stars and if they want further confirmation they will go to the website where there will be reviews on the website.