

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Plumber

Business Objective: Convert more customers

Funnel: Via Search

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. People with problems at home

2. Where are they now?

- a. Searching for someone that can solve the problems they have at home.
- b. Current levels:
 - i. Pain/Desire: 7/10 - They have a problem at their homes and they need someone to solve it.
 - ii. Belief in the Idea: 6/10
 - iii. Trust in the Eco: 4/10
- c. Current State:
 - i. I can't make my normal life with this problem at home!
 - ii. I just want this to be solved!
 - iii. I need to fix this problem fast!

- d. Dream State:
 - i. They want to stay informed about the issue and the best option to solve it.
 - ii. They want a good diagnosis about their problem and the best solution.
 - iii. They want the problem solved.

3. What do I want them to do?

- a. Open my website.
- b. Click the button on my page to book the service.

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. Click on my website.
 - i. Large number of reviews
 - ii. Good list of services
 - iii. Quality photos of the services performed
- b. Click the button on my website to book the service.
 - i. We Come Through For You When You Need Us To
 - 1. Announcing that they are here for us when we need
 - ii. Only \$93 or it's free drain clearing special
 - 1. They have a free offer
 - iii. Financing available
 - 1. They have the possibility of financing the service.
 - iv. Customers Reviews
 - 1. They have a lot of positive reviews on the website.

DRAFT