

Top Player Analysis & Winners Writing Process

Top Player Analysis & Winners Writing Process

Business Type: Roofing Company

Business Objective: Create AND Boost Sales

Funnel: Social Media (Facebook/Meta; Instagram; Tiktok Ads)
(Start w/ Paid Facebook Ads and regulatory posts
(skits/engaging content) on Tiktok)

Winners Writing Process

1. Who am I talking to?

Avatar:

- Homeowners (Houses, Apts., Buildings)
- Property Flippers
- Commercial Property Owners/Managers

Age: 25-60

Income Level: High-Middle Class Earners (\$144k+)

Location: Los Angeles (150 Miles Max)

Values: Reliability, Safety, Altruism.

- They understand we are reliable with quality service and trust us to do right the first time.
- Familiar with our extraordinary determination of the need for safety in their home
- Love and Refer us for our strict altruistic policies

2. Where are they now?

Current State

- a. There is leakage in the roof of the building
- b. The building is in need of basic renovation or an upgrade
- c. An outdated roof may be a hazard to those living inside
- d. Mickey Mouse job; a job completed as fast as possible for *usually* the benefit of the seller
- e. Improvements needed to the roof like minor adjustments that can make the biggest of difference

The common pain these examples share centers on **risk, discomfort, and the urgent need for reliability; i.e. Danger.**

1. **Structural Compromise and Risk:** Leakage, outdated materials, and poor-quality past repairs all present potential dangers—whether it's water damage, mold, or weakened structural integrity.
2. **Need for Lasting Quality:** The frustration with "Mickey Mouse jobs," or cheap, short-term fixes, highlights the demand for

dependable, professional roofing work that will stand the test of time. Customers here are looking for quality that justifies the investment and avoids future repairs.

3. **Desire for Efficiency and Value-Adding Improvements:** Minor adjustments with a big impact suggest that many customers are keenly aware that a well-maintained roof can enhance both home value and energy efficiency. They want solutions that address current needs but also contribute to long-term savings or home value.

Dream State

- a. They recognize the value of renovating such an important piece of material (leading to a better closing sale, if renovating to sell)
- b. They understand the importance of safer living by improving the roof
- c. Leakage may be prevented leading back to safer living because leaks may cause mold in your home!
- d. They trust US to keep their home physically stable. They are comfortable under their proudly purchased roof.
- e. Discounted deals are almost always available to everyone as long as they act fast!

Overall, the goal here is to envision an updated secure house knowing the roof won't cave in while anyone is inside.

Roadblock:

Target audience may NOT:

- want to renovate home
- believe a new roof is needed
- have the funds right away
- care for a new roof
- know the importance of keeping your roof up-to-date

Solution:

- inform the customers of the need of a safe roof
- create urgency; have people impulse buy without buyers remorse
- offer strict payment solutions to those who can not pay right away
- Show how to maintain roof after its been renovated

Level Of Sophistication: 3.5/5

Growing awareness and demand for high-quality, durable materials and eco-friendly options, such as cool roofs and solar tiles.

Homeowners are increasingly savvy, seeking out features that enhance longevity and sustainability. This demand aligns with the industry shift toward advanced, durable materials like metal and synthetic shingles, which can withstand harsh conditions and reduce long-term maintenance costs.

Market Awareness Level 4/5:

Awareness is strong, driven by growing consumer education and marketing efforts from roofing companies. Homeowners are aware of roofing's essential role in home protection and energy efficiency, and they look for reputable brands or companies with a strong track record. About 60% of consumers consult online reviews and company portfolios before deciding on a roofing service, indicating a high awareness and selective approach to hiring professionals.

Pain/Desire:

Pain and Desire are high, particularly around weather damage, aging materials, and energy inefficiency. Extreme weather has led many homeowners to prioritize roof replacements as roofs age, particularly in regions facing severe storms or fluctuating temperatures. According to various sources of online research, 80% of demand in the roofing industry is for re-roofing rather than new builds, which underscores the discomfort and necessity many feel around roofing maintenance.

Belief in the Idea:

The belief in the value of roofing upgrades is strong. Homeowners, especially in higher-income brackets, see roof replacement as a worthwhile investment to increase home value and reduce energy costs. Data shows that high-end roof replacements can yield up to 60% ROI on home resale, making it an appealing option for many property owners looking to improve both function and value.

Value - Low:

- Owner is open to discounts for the customers
- Create resemblance by creating engaging content that people may relate too and influence them into an impulse decision (purchasing the service) *This may increase desire*
- Create a platform (website,socials,etc.) to support the background of the company

Trust - Low:

- Increase trust with social media platforms that hook consumers for their benefit
- Educate how an updated roof will benefit them and why we are the company to do it
- Engage with consumers by creating content (Be creative and unique;e.g Skits)
- Demonstrate before and after improvements; emphasize damage that can be done if you don't do something as simple as repair/upgrade your roof.
- Reviews from other clientele will increase trust and let people know we are the company to go to for their service.

3. What do I want them to do?

- See the attention grabbing ad
- Read and Engage w/ Copy
- Click Schedule/Book an appraisal

- Go to reliable information about the company and form to schedule an appraisal
- Utilizing AI to respond with a range of responses depending on the response from the customer.
- Receive a call from our expert roofers (require refundable deposit) then schedule to review the roof
-

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

Objections:

- **Why would I need to remodel my roof?**

Emphasize the need for safety revolving around having a new and improved roof. Keeping your roof up-to-date will also increase the value when your home is appraised.

- **I just remodeled my roof/I just bought this house**

No matter the condition, show its worth checking out the property to be safe rather than sorry. People may renovate the property with low quality/rushed work. Having us will assure quality and reliability

- **I could fix it myself/I don't have the full amount**

Payment options are available for customers. We recommend contacting an expert with your roofing needs rather than doing it yourself for safety purposes. Fixing a roof yourself may cause further disturbances and actually worsen the condition, costing more. Please contact us.

How will I get their attention?

Use eye catching pictures/content to draw the attention of homeowners

- Roof about to collapse on a family (titled “This Homeowner FAILED”
- Burglar running through buildings and roofs then the police chasing the burglar fall through the roof and then shows “Could’ve been prevented” followed by the company logo and slogan

These copies will capture their attention due to the curiosity given by the copy. People of all ages are attracted to dramatic scenes; mixing this with noticeable keywords to strongly attract the attention of homeowners will increase the effect of them considering and purchasing roofing service

Increasing Trust & Belief:

- Consumers to feel quality assurance when purchasing our service
- Remove doubt from safety revolving around your home
- Revisit why it is important to repair/furnish your roof

We are unique because we offer reliable service like follow up calls and checkups on service we provide.

DRAFT