

THE 4 QUESTIONS FROM THE WINNER'S WRITING PROCESS

1. **Who am I talking to?** - Who's reading this copy?

People that want a place to relax in in their garden. Aged from 18 - 65+, they have to own a house or a small cottage (almost everyone in Czechia has this (about 90% of people), it's very popular.) Regular people, mostly middle class, average income, average life.

2. **Where are they now?** - Where are they emotionally, mentally? What problems are they dealing with? What are their challenges? What are their dreams?

This comes from the TRW analysis template that I translated and have my client fill.

They are angry and disappointed because they really want a pergola to complement their house. Some of them just don't know who to trust and since it costs from 36 grand CZK and up (about half the regular paycheck), most people don't want to spend it on someone/something that won't deliver/won't last/will look ugly. They want a place to sit at in the summer, in a nice shade, all cool and breezy, and relax.

3. **What do I want them to do?** - What actions do I want them to take? What is the objective?

I want them to click the link, go to the website and send us a contact form/email/call us. OR message us directly on Facebook.

4. **If this is where they start (question 2) and this is where they end (question 3) - what are the steps they need to experience in order to get there?** - What do they need to believe? What do they need to imagine? What do they need to experience?

We have to get their attention first.

Then they have to experience their desire and fear, something related to them. We have to trigger it and amplify it.

(We also have to match their level of sophistication/awareness)

We have to trigger trust, show social proof and show that we deliver. And that we deliver BIG. (Meaning our product and the services that it's accompanied by are high quality and top-notch)

And then we have to drive the click.

I want to maximize the CTR. That's the main goal.

Landing page optimization comes afterwards.

And I get a better CTR by writing better copy.

MY BEST PERSONAL ANALYSIS OF THE COPY:

The effects that my copy has on the reader are explained with the translations/transliterations in the copy section.

In spite of this, here is my best analysis:

The copy itself is solid. I used what worked from other ad sets, tried to innovate here and there and really stretched my brain when it came to trying to think of new ideas. I went to amazon and searched for 5 star reviews to see what people want in pergola's, I used the market analysis template from TRW, translated it, and let my client fill it out.

Given this information and what worked previously, I decided to double down on what already work amazingly when I was testing the statement of desire for the last ad.

I try to come at the customers from as many angles as I can. Using their pains, complaints, their desired state and overall human psychology laws that work in any market.

The only issue is, that I think that I'm very repetitive and it may be too bland.

My gut is telling me that there is a way for me to write much better, and pull the strings in a better/more efficient/more powerful way. I have the feeling, that I'm missing something that's hidden in plain sight. I just can't seem to figure out what it is.

My best bet is to watch the copy breakdowns that Andrew's done, take notes and really think and try to use the ideas he shares in my copy.

It's important to mention that whenever I write copy, I ask myself the 4 questions from the winner's writing process and imagine that I'm my avatar. (Stole this from the copywriting shorts)

THE UNLISTED VIDEO LINK:

<https://rumble.com/v424unf-december-19-2023.html>

THE COPY

DISCLAIMER:

This copy is in Czech, but with as much detailed explanation of what each word means and does from the copywriting/marketing perspective as possible.

I asked @JohnTheGuide about this, and he told me to try it. (Plus I couldn't stand the idea of me not giving even trying it.)

For context - this is for a client that sells pergolas, garage doors, outdoor blinds, indoor blinds, etc.

We want to sell more pergolas, so I created this using all the materials I could get my hands on in and outside of TRW.

The 10 statement of desire variations:

1. Kdybych si tak v létě mohl užít západ slunce pod pergolou...

If only could I enjoy a sunset in the summer under my pergola.

The whole sentence uses the sentence that we Czechs use to say our wishes. (Similar to the English "Oh, if I had") And because everyone wishes to live a better life with better experiences, this teases it and creates the image of them sitting/lying down under a pergola on a beautiful summer evening enjoying the sunset.

2. Škoda že jsou všechny pergoly tak drahý...

It's a shame that all the pergolas are so expensive...

This is a reversal, that I also saw to work very well. Instead of teasing their desire, you get them by stating what they think and that's what gets them interested. Because in

their mind, if someone says this they think > “Hey, maybe this could be the magic opportunity to get a quality pergola for cheap?”

3. Kéž bych si mohl v létě sednout pod pergolu a relaxovat....

If only could I sit down under a pergola in the summer and relax. This one is very similar to variation #1.

4. Kdyby ty pergoly byly kvalitní a nestály majlant...

If only all the pergolas would be quality and wouldn't cost a fortune.

“majlant” is a word that falls into the informal vocab. We use it when something costs a lot. It's the same as something costing a fortune. They wish to wave a magic hand and have a high quality pergola for a decent price, because most of them are fairly overpriced.

5. Achjo, kdyby ty pergoly dělali pořádně...

Sigh, if they made the pergolas right...

This one is a classic Czech complaint with almost any product, because the products that most people buy are low-quality. (Because they try to save every penny on things that they shouldn't save on.) This one worked very well with indoor blinds, got an amazing CPC. (3.81CZK per Click to be exact... and about 67clicks while just testing this.)

6. Chci aby nám ta pergola za ty peníze nějakou dobu vydržela.

I want the pergola to last us some time for the money.

This one teases their desire and handles one of their biggest objections. They don't fear spending the money, they just don't want to spend it on something that's low quality and won't last.

7. Chci kvalitní pergolu, která nám bude ladit s domem.

I want a quality pergola that will compliment/fit our house.

This one directly connects with their desire. They want something that lasts, and something that will look good with /compliment their house.

8. Chci hezkou pergolu, aby nám oživila zahradu.

I want a beautiful pergola to make our garden alive/to freshen it.

My dad falls into this market and I spoke to him. He said, that he wants a pergola to make his garden more alive. That's also what this variation conveys and teases. To make one's garden feel more vibrant and beautiful.

9. Kdybych se tak mohl v létě natáhnout na zahradě pod pergolou...

If only I could lie down under a pergola in the summer...

The verb "natáhnout" here falls into informal vocab, and it means to lie down, make oneself comfortable and relax. It's connected to feelings of relief, and being stress free. Which almost any 'regular' person desires.

10. Kdybych se tak mohl v létě na zahradě natáhnout někde v chládku...

If only I could lie down somewhere breezy/chilly in my garden.

"v chládku" means to sit somewhere where it's pleasantly cold, away from the scorching summer heat.