

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Interior design - <https://creativeliving.no/>

Business Objective: Get more clients

Funnel: Google ads

WINNER'S WRITING PROCESS

Who am I talking to?

- Middle ages men and women looking to upgrade their interior.
- Real estate agents that are trying to sell their client's home.

Where are they now?

- Painful state
 - Middle ages men and women looking to upgrade their interior.
 - Bored and tired of old, beat-down design.
 - Embarrassed of their home whenever they have friends or family members coming over.
 - Home's looking out of touch or outdated.
 - Real estate agents that are trying to sell their client's home.
 - They have tried multiple rounds and for a long time to sell their client's home, getting little to no interest.
 - They're frustrated about not being able to sell their client's home yet.
 - All they think about during work and in their free-time is how to sell their client's home as quickly but also for as much as possible.
- - Dream state
 - Middle ages men and women looking to upgrade their interior.
 - Want an aesthetic new modern interior.

- Want to impress their friends and family when they come over.
- Want to be perceived as in the upper class of society (tribal)
- They want to feel proud of their home.
- They enjoy spending every minute they can in their home and take in the new modern look and feel.
- They want the planning stage to go as smooth as possible, with no unnecessary work that will slow down the process of renovating their home.
- They want everyone in their family to love and be happy about their newly renovated home.
- Their childrens playroom looks beautiful and is very functional, which makes both the parents and the children happy.
- Their living room looks new and modern, and is optimized so the entire family can be together to for example watch a movie.
- They have a bathroom that is both functional and contains many details that just adds the little extra to the room.
- They want their home to look inviting and unique.
- Real estate agents that are trying to sell their client's home.
 - They want their client's home to have a beautiful finish, look modern and delicate when they take photos to post on FINN.no, and for showing.
 - They want simple, little time-consuming improvements for their client's home.
 - They want to sell their client's home for as much as possible, so they make their client happy but also get a higher share of the total price of the house.
- Roadblocks
 - They don't know what interior design firm to choose.
- Objections
 - The last designer they worked with lacked communication, didn't keep it's promises and made the customer feel like they weren't in safe hands.
 - They felt like their previous designer-partner didn't match with her, and the designer didn't "read" the customer well.
 - Their previous designer didn't understand the customer's needs and situation.
- Mechanism/solution
 - Solution is to upgrade their interior
 - Mechanism is a digital consultation between designer and prospect - prospect records their home and the designer plans how to make it look as good as possible so more people show up for viewing.
- Product
 - Design firm.
- Awareness level 3 solution aware - call out solution and offer product as best form of solution.

- Sophistication stage 4.5 - kinda tired of mechanism (Look out for new mechanism, experience, niche down and identity plays)
- Levels
 - Pain/desire - relatively high 7-9/10
 - Belief in idea - low
 - Trust - really low (burned by previous designers in the past)

Where do I want them to go?

- See my ad after searching for interior designer in their area.
- Click my ad and visit website.
- Click CTA / contact designer.

What do they need to see/feel/experience to get to where I want them to go?

- See my ad after searching for interior designer in their area.
 - Headline that matches desire / matches keyword they searched for.
- Click my ad and visit website.
 - Mention desire.
 - Don't settle for anything less than you want, get what you want and deserve.
 - Shows how business will help them reach their dream-state
 - Dash of social proof / credibility.
 - Shows how they are the best interior designer.
 - CTA connected to dream-state that leads to website (if optimized, website will do the rest of selling process)
- Click CTA / contact designer.

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Headlines

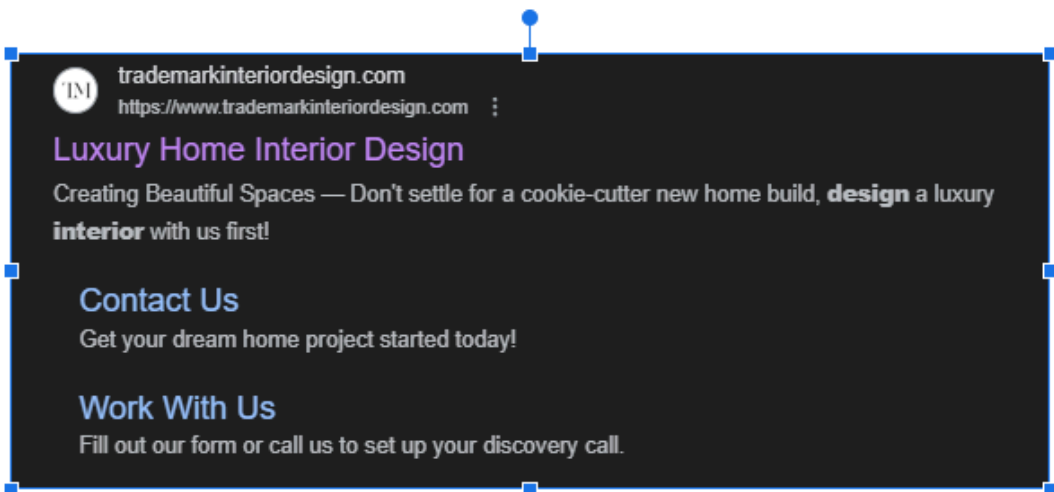
1. Upgrade Your Home's Interior
2. Modern Interior Designs Today
3. Impress With Your Home Style
4. Get Top Price for Your Home
5. Digital Interior Consultations
6. Expert Designs for Your Home
7. Freshen Up Your Home Now!
8. Elegant & Modern Interiors
9. Sell Homes Faster with Us


10. Personalized Home Designs
11. Revamp Your Home's Look
12. Trusted Interior Designers

Descriptions

1. Make your home stand out with a fresh, modern interior. Book your consultation now!
2. Boost your home's appeal with our expert design service. Start your journey today.
3. Our digital consultations make designing your dream home easy and stress-free.
4. Transform any space with our expert interior design. Book a digital consultation today!
5. Increase your home's value with our professional designs. Book your consult now!
6. Get the stylish home you deserve. Expert interior design with a personal touch.

TOP PLAYER'S ADS



 trademarkinteriordesign.com
<https://www.trademarkinteriordesign.com>

Luxury Home Interior Design

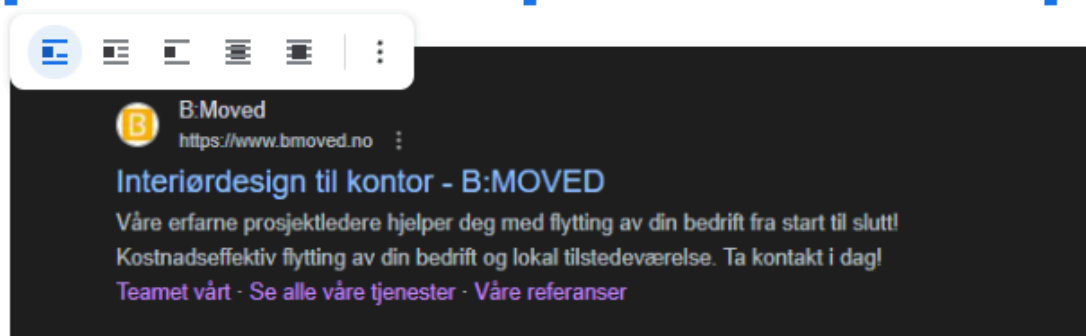
Creating Beautiful Spaces — Don't settle for a cookie-cutter new home build, **design** a luxury **interior** with us first!


Contact Us

Get your dream home project started today!

Work With Us

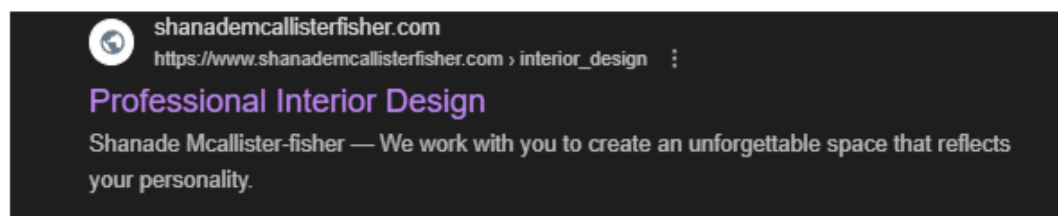
Fill out our form or call us to set up your discovery call.




 B:Moved
<https://www.bmoved.no>

Interiørdesign til kontor - B:MOVED

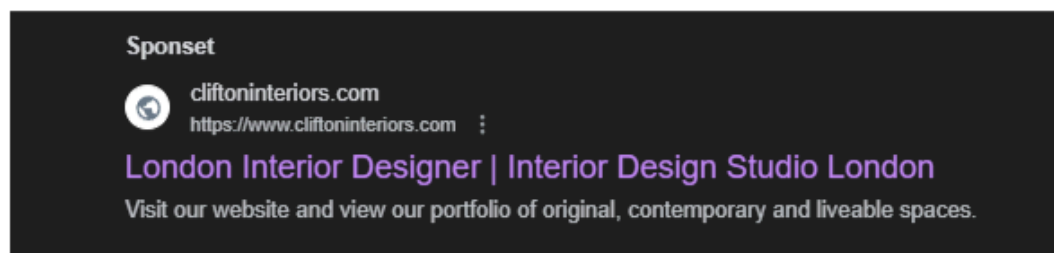
Våre erfarne prosjektledere hjelper deg med flytting av din bedrift fra start til slutt!
Kostnadseffektiv flytting av din bedrift og lokal tilstedeværelse. Ta kontakt i dag!
[Teamet vårt](#) · [Se alle våre tjenester](#) · [Våre referanser](#)




 shanademcallisterfisher.com
<https://www.shanademcallisterfisher.com> › interior_design

Professional Interior Design

Shanade Mcallister-fisher — We work with you to create an unforgettable space that reflects your personality.

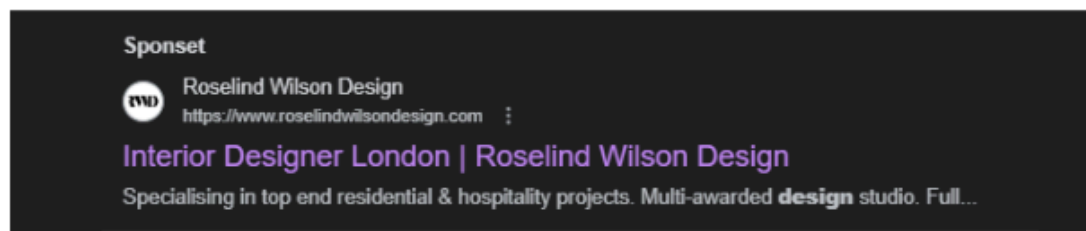


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