Avatar
1. Name, Age, Face: Russel T. age 45.

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2. General Background: Russel owns a small marketing firm, he went to college to earn his degree and has been running the firm for 10 years. He lives in the suburbs in a 2 story house. He has a wife and 2 kids, both in their teens. He is familiar with the technology within his business but not very patient towards any technology issues, especially in his network as he has business to tend to and doesn't have the time for it.

3. Day-in-the-life: wakes up at 7, gets coffee and eats breakfast and arrives at his office at 9. From 9 to 6 he works on getting leads for his company and getting the marketing work done. During this time he is busy until he eats lunch. He arrives back home before 7 for dinner and family time. He showers and goes on his computer to work on a variety of things, sometimes going to facebook and linked in for business

The Four Questions:
1. Who am I writing to? Who is my avatar?
   I am writing to Russel T, a business owner who owns a small marketing firm. He is busy and feels like he has no time to work on anything but marketing. Most importantly he has general knowledge in his office network and technology but not enough expertise to solve networking issues, nor does he have the patience for it. He also isn't the kind to research much on IT technicians, just cares that they work with him to get a job done

2. Where are they now? What are they thinking/feeling? Where are they inside my funnel?
   Right now he is at the office after it closes, he is thinking how quickly he can get his slow network connectivity fixed (something that is common within the IT support industry), which he found inconvenient about a day ago. Right now they are the part of my funnel where they become intrigued as they will want to learn more about how the proper IT services can benefit their business, more specifically Network Support Services. This ad will be on **facebook and linkedin**

3. What actions do I want them to take at the end of my copy? Where do I want them to go?
   I want them to click my client's website to see who they can contact for help for their slow network connectivity. They will scroll around on my client's website, looking at how my client can improve their business and their work for other clients. They will end up filling out a small form for my client to get back to.

4. What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What are the steps that I need to guide them through to take them from where they are now to where I want them to go?

In my first copy, they must experience a sense of curiosity within the subject line, which is a paradox that states how hiring an IT service can damage their business. To get them to take a look at the subject line I first need an attention grabbing piece of media, a GIF that shows some sort of technology exploding will do. This leverages a threat as they themselves are looking for an IT service company. Then I will build a sense of intrigue by telling them there is something that a good businessman takes into account when looking at IT professionals. This makes the reader want to know what it is as they themselves like to believe they are responsible business owners, anything suggesting otherwise will hurt their ego. I want them to come to a realization within the IT niche: that their quality of service may not be as high as they think it is, thus they will begin to think "What else do I need to know?" I will ask questions engaging the reader about what they think of when hiring an IT company, although the business owners just want their problem fixed and nothing else, they will always care about the success of their business, which is why I think this will intrigue them. Within my call to action I want to see the other side of the realization to think about who they can hire for a great service, which gets them to experience a need to close that information gap so that they pass an opportunity by.

In my second DIC copy, I again will grab attention by using a GIF, probably showing some superhero (to connect to the idea that IT technicians are crucial to a business' operational success). This time I'll use the element of opportunity to be presented, the business owner cares about the success of their business, so being in contact with the best people for their business is something that is of interest to them. I will hint at who the best IT technicians are to get the owner to pay attention as he is looking for IT technicians (he knows what the problem and solution is, but he needs the right person who will satisfy him by their quality of service. Once I disrupted their scrolling, I will use the power of NOT statements, saying that "the most professional IT technicians are not X or X" so the reader will be more curious as to who they are exactly. Then I'll appeal to the desired outcome: a smooth performing network so that they can focus on running their business. After this comes the CTA, hinting at the answer for the SL, again focusing on the support of their business through IT services. The reader will have the urge to click because they want to know who they should be hiring at this point, finally taking the next step to getting help.

How to hire the IT service that helps grow your tiny business

There are a few caveats every smart business owner thinks of when looking for the right person to manage confusing computer network:

"How long will it take for them to respond to my calls?"

"Are their 'up-to-date' practices actually outdated?"

"Do I know how knowledgeable they really are?"

My point is, if you haven't taken some of these considerations seriously, then your business' primary infrastructure can and will cost you precious time, energy, and money.

What you should be looking for are specialized IT technicians out there who have not years, but DECADES of experience. The ones who listen and instead save you time and money.

Click here to discover the difference between amateur and specialized IT services for your business.
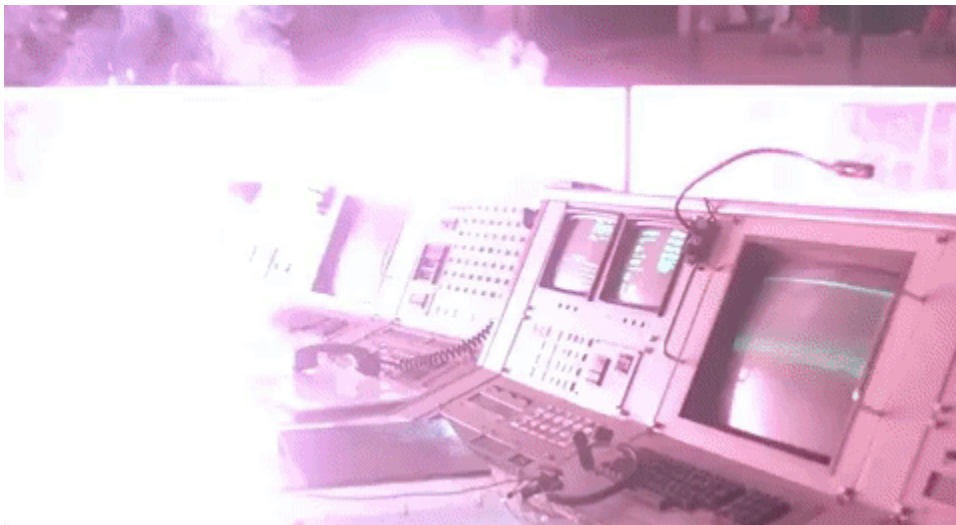
Problems:
- Doesn't hit customer pains or desires
- "Slow network connection" - not really connected to managed IT services
- Bullet points don't convey anything

Copy #2:

Are You Really Considering the Best IT Technicians For Your Business?

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No, they are not the ones who simply want to slap some scotch tape on your sluggish network connection.

Nor are they the young guys who are eager to prove themselves because they lack experience.

Or the ones who don't take artistic pride in their work.

When you don't have the time to fix your network infrastructure for smooth performance, who are you going to call?

Click here connect with the most seasoned IT experts with 20+ years of experience who will deliver results that keep your business running.