

100 pushups: <https://rumble.com/v48ojv3-push-ups-1.html>

## CONTEXT

This is a practice short form copy  
I am writing a facebook post for a local vent cleaning business  
They have been in service for 5 years but are struggling to get customers

### 1) Who am I writing to?

- Homeowners that are scrolling through facebook

My avatar- Craig is a homeowner who has noticed that his allergies are worse than usual and when his home is not cleaned for only a couple of days; it has a dirty, smoky, and thick air that makes it hard to breath at times.

### 2) Where are they now?

- Looking online for vent cleaning services
- They have realized that there's a lot of options out there and can't narrow them down.
- Some of them have tried local chain businesses but they had hidden fees, overcharged their quotes, were not punctual, not honest, and left the workplace dirty.

Craig is looking online for a vent cleaning service and has tried previous businesses before but they are dishonest, some are not punctual, a lot of them overcharge and leave a high invoice forcing them to pay, plus they try to upsale their service. He is frustrated and is now looking at local businesses to get the job done.

### 3) What action do I want them to take at the end of this copy? What do I want Craig to do?

- To DM or send a message to get an estimate  
I want Craig to be intrigued by this short form copy and send a DM to the business to get an estimate.

### 4) What do they need to experience to take the desired action?

- They need to experience a sense of urgency to get this service done immediately
- That this business is trustworthy and not a waste of time  
Craig needs his pain amplified and the only solution for his problem is to send a DM to this business asking for their service

## ROADBLOCKS

Potential customers not knowing if the root of their problem is having their home vents cleaned.

The business currently has a post that starts with "Hey! I know self promotion is bad, but my financial condition is worse, and I'm desperate", in my opinion that doesn't sound like a confident/trustworthy business.

They have been in business for 5 years but don't have any official posts showing off their work or any testimonials. You have to look for the testimonials hidden in their comment sections for their posts.

## SOLUTIONS

Finding a vent cleaning service that provides free estimates that is trustworthy, honest, and punctual.



GET YOUR VENTS CLEANED TODAY ! !

Hi, my name is Michael Jones and I own a Vent cleaning business. We specialize in:

- ✓ Being honest
- ✓ transparent pricing with no hidden fees
- ✓ FREE estimates
- ✓ punctuality
- ✓ Holding ourselves accountable to provide professional services

Owning a home is perhaps the most important investment you'll ever make, and it doesn't even come with a manual.

Don't do it on your own & Leave it to the professionals to protect and prolong the life of your home today.

Contact us today for a FREE estimate and to provide you and your loved ones with better quality air.

If you've read this far, it means you are obviously interested. So, in order to push you over the edge we are exclusively offering you a 20% discount. Discount is only valid for this month so act FAST and contact us today!

## PERSONAL ANALYSIS

This is an actual local business but I am just using them to practice my copywriting, therefore a weakness that I have at the moment is not providing the exact services that this business provides except for just vent cleaning, but if I

reach out and they happened to provide more services, I could list them in the check list as well in order to provide a more accurate description of what they have to offer.

This is my first copy ever and I feel like for a short form copy I could amplify their pains a bit more but I am afraid that it would make it too long.

I could smoothen the transition from the checklist to the following paragraph but I am not sure how to do that.

I could improve this copy by providing more information about why having your vents cleaned is essential for a home.

Another way I could improve this copy would be to use better words in the very first line in order to be more effective at stopping potential customers from scrolling.

This is their current post and I feel like they could massively improve being disruptive by choosing a better picture.

Hey! I know self-promotion is bad, but my financial condition is worse, and I'm desperate. I have been doing Vents cleaning for about 5 years now. I am running a small business would anyone be interested in having their vents cleaned? No hidden charges and pay after the job is done. To build new relations in 2024 we have started offering 20% discount for the month. The business is suffering from low sales and on the verge of closing. I need the help of the community. We offer reasonable prices. it's is very necessary to keep Vents cleaned for a healthy living. We are licensed and insured, Thanking the community in advance ❤️ PM me or Message me for Estimate 😊



## New Requirements

3) No, I have not tested this copy. I saw this as a post on facebook but he has now deleted the post. I will outreach to him though and see if he wants my help.

4) **Current state**, the current state of potential customers is that they want their vents cleaned. They are frustrated that a chain business doesn't do the job right and are now looking for a local business to get the job done. **Dream state**, Their dream state is to have a home with better quality air and prolonging the safety of their house.

**Roadblocks**, the roadblocks of the customers are most of the vent cleaning businesses charge the moon for this service, are not punctual, have hidden fees, tend to upsell at the end, they leave the work area dirty, are basically all around dishonest with the customer. The roadblocks for the potential client are, their current post is very weak, they've been open for five years but they don't post any testimonials or their previous work, there's even people asking in their comments for pictures of their work and they say they can just "direct message" it to them so I don't know why they don't just post it,

they don't have a professional presence on their social media. These are all just extrinsic factors, hopefully when I outreach to them, they provide some intrinsic factors that I could help them with. **Solutions**, for the customers, having a local business that is honest and has exceptional vent cleaning service. For the business, having better posts, post their previous work for credibility, & post testimonials. **Product**, their product is vent cleaning. **Personal analysis**, I honestly feel like I did a good personal analysis already in the previous page but there's always room for improvement. Therefore, a huge weakness I have right now is not knowing all the services they provide. I can improve that by posting all that they can do in the checklist. **Awareness and sophistication**, everyone that is looking for a vent cleaning service knows that they need their vents cleaned but, not everyone is aware that the air quality of their home can be improved by this service. Therefore, I would like this copy to point this out, but I am afraid that explaining that would make it too long. **Value ladder**, the free lead magnet is providing a free estimate, the low ticket product is giving them 20% off their first time and after that full price which is the mid ticket product. Some Local vent businesses offer services where they routinely check customers houses for maintenance therefore I could suggest that to this business to move them towards that high ticket product.

- 5) They are thinking that they need their vents cleaned and they want it done right.
- 6) When yall ask "where are they in the funnel" What does this mean? Does that question refer to the Lead funnels, sales funnels, event funnels, & home page funnels? If so, they are in the sales funnel.
- 7) Emotionally they are frustrated that the previous vent cleaning businesses don't get the job done right. Physically, they feel weak due to the poor air quality in their home and they might now even know a simple cleaning of their vents could help with that

You said only a few sentences for each and I tried but I didn't want to leave nothing out so sorry for the long responses.

Thanks in advance!

Jonathan Diaz

**UPDATE:** I am getting my outreach reviewed by various other students in the outreach lab, so that is in the works as well.