

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

PS English is not my first language

Business Type: Auto detailing

Business Objective: Grow social media

Funnel: using IG Rells and Meta ads

WINNER'S WRITING PROCESS

1. Who am I talking to

2. College and high school
3. Low income level
4. Male/Female Between 18/35
5. People how are looking to get their car clean for cheap with quality service
6. People how want their car to be fresh for the summer

7. Where are they now?

8. They are scrolling on IG and FB searching for quality car detailing service
 - Pain/Desire 2/10 not that annoyed they might consider getting their car taken care of
 - They are afraid to leave their car for a day or two
 - Afraid 5/10 to travel large distance just for a car wash

9. What do I want them to do?

- 10. I want them to see the ad go to the contact info and call for a appointment
 - To trust the guy that they give their cars to and be delivered the promised service

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

- 12. See the ad and book an appointment
- 13. Delivered the promised quality for the price
- 14. Achieve the client's desire for fresh looking car
- 15. Trust the process and build trust with the company
- 16. Low price for new clients 49.99 for new customers
- 17. Fast and good service

DRAFT

Писнало ли ви е да гледате колата ви МРЪСНА? Значи сте на ПРАВИЛНОТО място!!! Нека я превърнем в БЕЗУПРЕЧНА, БЛЕСТЯЩА КРАСОТА.

Защо да Изберете Нас?

- .ДЕТАЙЛНО ПОЧИСТВАНЕ НА ИНТЕРИОР И ЕКСТЕРИОР
- .ПОЛИРАНЕ И ПАСТИРАНЕ
- .ИЗМИВАНЕ НА ДВИГАТЕЛНО ОТДЕЛЕНИЕ
- .ПОЛИРАНЕ И ПОЛАГАНЕ НА ФОЛИО НА ФАРОВЕ
- .АПЛИКИРАНЕ С КЕРАМИЧНО ПОКРИТИЕ
- .ГАРАНТИРАН ФАБРИЧЕН БЛЯСЪК

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IG Dinostyling

49.99
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