

This is a practice copy I wrote for an Instagram ad for the Rolls Royce Ghost.

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Do you want to make everyone stop dead in their tracks and instantly know that you are the man?

Then you should drive a Rolls Royce...

But note that there are a couple of “problems” you may experience. Including:

- 1) Women constantly introduce themselves to you at any restaurant, party, or function you may attend.
- 2) You will get so many compliments from kids and adults wherever you go, that you lose count of them.
- 3) Some of your friends will be in awe (or envy!) that you own such a car, and may come to you for life advice.
- 4) You’ll be known at your children’s school as “the guy with a Rolls Royce.”

Do you have the courage to unabashedly be one of a kind?

If you do, then your Rolls Royce Ghost [awaits you](#).

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Main objective: Get them to click on the link to the sales page (take them to the next step of the sales funnel). The sales page provides more details on the car, talking about its unique selling points. (sales page: https://www.rolls-roycemotorcars.com/en_US/showroom/ghost.html)

The big idea (the primary pain and solution): If you are the best, then you should have the best. An exceptional car for an exceptional person. Pain of not finding the kind of car is best for him. While supercars are fast, his ideal car is well built, luxurious, and unique. That is the kind of car that is perfect for him, and is even better than supercars. Rolls Royce has those qualities, and is the best in its class when it comes to those fields. Big part of this is the status play - desire to be respected and admired by family, passersbys, colleagues, friends, etc.

Main selling points: status, unique, luxurious, well-built, drives well

4 Questions (and Avatar):

- Who am I talking to?

What kind of people are we talking to?

- Men or Women?
- Approximate Age range?
- Occupation?
- Income level?
- Geographical location?

- Successful entrepreneur. Spent my career as a SW engineer before starting his own business
- Big investments: \$3.2M in investment accounts + \$650K in real estate equity (Two 4 plex rentals)
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Jay is a white, 40 year old tech entrepreneur living in Austin, Texas. He has recently sold his company and has officially retired now. He has two kids, an older daughter that is 15 years old, going to a nice private school. She is a sophomore in high school, and is very studious. She enjoys dancing, buying fashionable clothes, and spending time with her friends at the mall or at sleepovers. His son is 10 years old, in 5th grade and going to a private school. He is rowdy with limitless energy, but has a good, pure heart. He plays a lot of different sports which his parents put him into, like basketball, baseball, and soccer. He also likes playing with his RC cars and his Legos. He isn't particularly academic, and his ideal day would be running around outside playing with his friends and his RC car.

Jay grew up in a lower middle class family in the suburbs. His parents tried their best to raise him, and instilled good values in him, but couldn't afford to send him to nice private schools, or

put him into posh, fancy activities that his kids were able to do. But he still could participate in some fun activities, like the junior softball league for his city, and private lessons to learn the piano. Jay did like his lifestyle, but was painfully aware about how hard his parents had to work to provide the things they did for him. His dad was an incredibly smart man, and was Jay's superhero, and he was frustrated that someone as amazing as him was struggling for money, while his classmates were all better off than him. From a young age, he was determined that he would make a lot of money one way or the other so that his parents won't have to work so hard anymore, and so that he can live the lifestyle he sees other people living.

He married a girl he met in college when he turned 27. He got involved with technology just as it was taking off, and decided to start a tech company after working a couple different jobs. He worked 14 hours a day every single day since he started his company when he turned 30. By this point, he had two kids - his daughter was 5 years old, and his son was about to be born. He knew he was taking a big risk by starting a company when he had a family to feed, but he had realized that he would never be able to fulfill his childhood ambitions of retiring his parents, living a plentiful lifestyle, and providing a better childhood for his own children unless he started his own business. The additional pressure of providing for his family motivated him to work as hard as humanly possible. When he turned 40, his company was worth \$50 million, and he decided to sell it so he could spend more time with his kids and enjoy the fruits of his labor.

Coming from nothing, Jay was immensely proud of himself. He suffered so much to reach where he is today, and achieved his childhood goals - something most people never achieve. He knows that he is exceptional, and has done exceptional things. While he doesn't want to be cocky or arrogant, deep down he wants people to respect him and be in awe of him and the things he's done. He wants the people around him to realize that he is exceptional, treat him like so, but he doesn't want to be arrogant and in their face about it. He wants them to recognize it without him telling it or making it obvious to them.

- Where are they now?

Painful Current State

- What are they afraid of?
- What are they angry about? Who are they angry at?
- What are their top daily frustrations?
- What are they embarrassed about?
- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

Jay wants people to recognize how exceptional his success is, but he is afraid of alienation by his friends and relatives if they think that he's become arrogant about it. He's afraid that if he is in their face about his success, they will be resentful. He wishes he could display his wealth and

power in a way that is more subtle and tasteful, so that people will realize he is wealthy and powerful on their own, and that he isn't arrogant about it. He wants a car that is like a classy Rolex - someone looking on will realize that he has wealth, but is also tasteful and discreet about it. While he enjoys his sports cars, he doesn't like how often they break down, their high maintenance costs, their depreciation, and the fact that they don't always age very well. He also doesn't like how inconvenient they are, since they are two seaters with harsh, loud rides, and are tough to drive because of poor visibility and being low to the ground. They are nice cars to drive on winding roads on the weekends, but he doesn't like that he can't just drive them around everywhere, since they'll lose all their value and will cost him a lot of money in maintenance as the miles rack up. While he can afford to pay the maintenance bills, he is still prudent with money due to his upbringing and his understanding of the true value of money. He's upset that none of these auto manufacturers make an ultra high quality car that can be driven with ease, will stand the test of time, is practical, while also showing to the people that see it that he is an exceptional person who has done exceptional things.

- criticizes the focus of luxury car manufacturers on technology and features, often at the expense of reliability and drivability. One commenter writes: "I'm tired of cars that are more computer than machine."
- Frequent repairs, High maintenance costs, Unintuitive technology, Lack of driving engagement
- none of them felt like they were built to last. They're all about show and no substance." - (speaking about other luxury cars)
- the annual depreciation hit I was getting on my AMG Mercedes S classes - \$50k a year!
- "I'm concerned about the reliability and longevity of the technology in these complex cars."
- I couldn't sleep cause I thought I would be judged, I thought I would be robbed, and I thought i over paid for a car

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
- Who do they want to impress?
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
- If they were to describe their dreams and desires to a friend over dinner, what would they say?

As a reward, he is looking to buy a new car. He has bought a few nice sports cars, but he's looking for something that is a testament to his success - the ultimate car. He wants something that is the best made, beautiful, reliable car that will stand the test of time. He wants something that can do it all - that is a joy to drive, can easily be driven every day and whenever he wants, will get the kids to school, and will retain its value and quality over time. He wants something that is not only a lasting monument to his success, but is something that is the perfect car and

can be driven everywhere. He wants a car that is unique to him.

It is reliable. The fact that it is timeless,

- tech and reliability
- overall quality and performance is amazing
- Revving the engine assures you of the power that lies underneath the hood. Not only does this vehicle offer you tons of power, it is the smoothest ride you can get around.
- The real truth is the car's fit and finish is fantastic.
- touch of the door handle to the opening of the door to sitting behind the RR Steering Wheel then closing the soft touch automatic door had put me into The "Lady of Ecstasy" with her wings spread was a complete and utter rush
- floating in the most Luxurious Automobile I have ever driven
- which makes a Lexus 570 feel like a rough drive, and Bentley feel cheap
- its little easier to drive than the Phantom.
- It turns heads all the time
- screams wealth and power this is it. If you want a car that makes everyone stop dead in their tracks and look this is the car for you. I get so many compliments on this car no matter where I go from young and old
- comfort and luxury is astounding
- safety features too are marvelous
- owns the road.
- fun car to drive it has power and comfort and its a really nice car.
- example of Royalty, and I love everything about it, it's so different that's another thing that I like.
- Feel like a total boss every time I drive it. So damn smooth and comfortable, surprisingly easy to drive/park.
- when you drive by some one they all look at you and say to them self "man I wish I had that car"
- If you want a car that makes everyone stop dead in their tracks and look this is the car for you. I get so many compliments on this car no matter where I go

from young and old

Customer Journey Map

What is their awareness stage?

- Product aware

How much do they know about the space?

- Fairly knowledgeable. Many customers have owned luxury cars of similar caliber before, or have done significant research beforehand if it is their first luxury car.

How knowledgeable are they about other solutions?

- Very knowledgeable, and they have likely even tried the other solutions before.

Where are they in the funnel?

- Since this post is showing up in their Instagram feed, they have likely shown some interest by initially opting in (following Rolls Royce's Instagram account) but haven't committed.

Where are they in the value ladder?

- At the very first stage - they have yet to buy a product from them.

- Where do I want them to go?

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- What steps do I need to take to get them there?

Have a tone of slight arrogance and snobbishness. Conveys high status, something the customer wants.

1. First I need to catch their attention. Perhaps by creating a promise that relates to their problems and desires. Target their opportunities: social acceptance and social status. Give a small amount of information pertinent to the problem.
2. Then I need to keep the reader's attention by creating intrigue. Do this by amplifying their pains and desires, and giving them the solution on a more vague, surface level. Give enough so that they could theoretically go out and implement the solution by themselves.
 - Exacerbate their pain state and make them imagine it
 - Talk about Rolls Royce's mission to build the best car in the world and what that means. Build credibility and trust. Show that Rolls Royce is a leader in their field.
 - Create an image of their dream state and make it very clear in their mind
 - Use some logic to show how great the car is
3. CTA that triggers the pain and desire one last time, adds some curiosity, and tells them to click the link to learn more.