

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Construction (Signature Sunrooms)

Business Objective: Get more customers to
contact for first appointment/visit site

Funnel: Meta Facebook (Social media ad)

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. People who want to invest in their homes to make it more luxurious bring more personal satisfaction, pleasure, and purpose.
- b. Usably people in the middle class (sometimes upper middle-class Americans)
- c. People who are very concerned and vigilant of their money spending "*fairly priced*"
 - i. They are usually living within a certain income bracket which makes them very subconscious about their spending habits. Especially when it comes to their homes.
- d. People who want to feel valued and respected. People with a moral compass with generally good intentions. The traditional American brand of people.

- i. Talk a lot, be friendly, care about other opinions ect... "I felt heard and valued as a customer" *"They always have a "can do" attitude, and I never felt like I had a stupid request or question. If something couldn't be done or work I always understood why because we would talk it over"*
- e. People who have pride in their homes. Social status (my own words- *"Oh look at John Doe's new sun room it's so nice after seeing that I think maybe we should get one"*) People may be in a neighborhood to be competitive on who has the best house, lawn, mailbox etc... people who have pride and want to show their social status to guests, people who drive by may see it and think that it is very nice and may become intrigued on why they should get one because *"look at John Doe's new sunroom, wish we had one that nice"*.
- f. People who value good communication
- g. People who want to be satisfied *"Made sure that everything was completed to our satisfaction."*
- h. Want to work with professionals with attention to detail and would like to see someone with high expertise and trust they know the process well. Over all people who want relationships with trust *"We chose Stonehearth because of their professional and genuine approach to their work"*
- i. People who value their time *"They kept us informed and up to date throughout the process."*
- j. The trust in the service is 7/10 This would include trusting that the service would be adequate
- k. Age range would be 30-60 years old. Older people with a little bit of a disposable income
- l. Geographical location Midwest Minnesota USA

2. Where are they now?

- a. Scrolling Facebook
 - i. Current state Most homeowners are concerned and worried about "how dark is my family room going to get, kitchen, bedroom ect..." 3/10
 - ii. Cost "I like it but I wish if I can afford it's price" Will require additional costs if concerned about heating a cooling year around
 - iii. Being stuck with a company what will do a terrible job and leave a mess
 - iv. Really want to have the outdoor experience while being indoors. "I love how it brings the outdoors in. :)"
 - v. Skeptical about finding a company that will work with the customer and meet all their needs and have clear and good communication. 3/10
- b. Dream state
 - i. Really want to increase the value of the home (investment)
 - ii. Sit inside but feel like they are outside enjoying nature
 - iii. Want to be conformable
 - iv. Want to be able to show it off to the friends and family
 - v. Be pleased and not disappointed with communication. Great communication and feeling heard makes them feel happy and pleased

i. People dream about having a sunroom attached to their house. “a dream of mine to have a beautiful sunroom!” “I have always wanted a sunroom. They are so beautiful.” “a sunroom would be a DREAM to have at home!”

- c. Solution to not having a sunroom – find a company I can trust, Get a appraisal and find the sunroom ‘I WANT’ 9/10
- d. Product/service – Sunroom construction company/contractor (trust in the process is low)
- e. Company has little reviews so is not very trusted
- f. The overall dream state is high and, desire a sunroom. But the trust is very low and bring lots of stress when looking for the “how do I do this and how do I do this right and not get screwed over in the process” The not getting screwed in the process with pricing, being left in the dark about what is happening, and the job not getting completed and setting deadlines for when the project will get done.
- g. Market awareness and sophistication - People in the geographical area are aware there are such things as sunrooms and companies that come out and do it for homeowners. 8/10 awareness
- h. Price
- i. Effort

3. What do I want them to do?

- a. Click on ad ☐ go to website ☐ fill in contact me information ☐ book appointment with salesperson ☐ have someone come on site and give appraisal and so forth ☐ order product and service (sunroom) ☐ Have a sunroom to sit and enjoy
- b. Need them to gain trust in the company.
- c. Need them to see some evidence on why this is the best for them. Want them to TRUST the company to be all they expect and more.

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

- a. They need to feel confident in going through the process. Clicking the ad reviewing the website and concerned the company and not feeling worried about costs and everything I stated above.
- b. When looking at the facebook ad I want them to look at something that stands out and offers all their dreams expectations.
- c. They need to believe that this is the right company for them
- d. They need to believe that this is the sunroom they need (Give example in the ad that this is worth the time and money. This will increase the value of their house, social status, and give them more pride in their home). People have pride in their home and want to make it feel like it is theirs.

- e. They need to see an ad with visuals of the experience of having a sunroom
 - i. See the people inside the sunroom enjoying themselves. They need to visually see (this will reaffirm them) that people are happy and have positive emotions when seeing enjoying the experience of sitting in the sunroom collecting the sun, seeing the stars at night. All the positives need to be visualized to give trust.
- f. Show the 15% off deal to give them. They need to be reassured about the price and see

DRAFT

I have not created an ad yet waiting back from my client if they want to run a video or picture
I have some things in the works right now but waiting to hear a response