

**Business Type:** Cement Rendering

**Business Objective:** Get more projects

**Funnel:** Networking, Web & Social Media

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## WINNER'S WRITING PROCESS

### ● Who am I talking to?

- Builders who need rendering for their projects.
- Residents of Orange and the central west looking for outdoor or indoor rendering for renovations.

### ● Where are they now?

- Networking through word of mouth
- Searching on the web
- Scrolling on social media

#### ➤ Current Levels

- Pain/Desire for improved aesthetic appearance: 5/10
- Belief in adding property value: 7/10
- Trust in the quality & experience offered: 3/10

#### ➤ Current state

- Stressed about finding skilled renderers.
- Frustrated with their current house, fence, or pool appearance.
- Worried about making the right decision and the costs involved.

#### ➤ Dream State

- Relieved to find experts in style and texture.
- Happy with the stunning new look of their property.
- Confident they made the right decision at a great price

- **What do I want them to do?**

- a. Listen to the people who have interconnected with the rendering business.
- b. Visit the business web page.
- c. Stop scrolling and view the ad on social media.
- d. Click on the ad with the intention to work on a project and follow the page.

- **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. **Listen to the people who have interconnected with the rendering business.**

- Proof of Work: Go see the jobs/projects previously completed.
- Engagement: Call for a consultation.

- **Strategy:**

- Engage with satisfied customers to share their experiences.
- Provide testimonials and case studies.

- b. **Visit the business web page.**

- Website Creation:
- Home Page: Compel visitors to explore further.
- Services Highlight: Clear and comprehensive list of services.
- About Page: Emphasize years of experience and expertise.
- Gallery: Showcase impressive before-and-after pictures.
- Optional FAQ: Address common questions and concerns.
- Contact Info Page: Make it easy to get in touch.
- Design Feel: Use colors, images, fonts, and layout that inspire confidence and interest.

- **Strategy:**

- Build a professional, easy-to-navigate website.
- Regularly update the gallery and testimonials.
- Organic Search Engine Optimization (SEO) or Paid Search Ads.

- c. **Stop scrolling and view the ad on social media.**

- Social Media Presence:
- Create a business profile on Facebook & Instagram.
- Write an engaging bio.
- Display impressive project photos.
- Design eye-catching ads.
- Offer special deals.
- Highlight before-and-after transformations.
- Provide clear contact details.

- **Strategy:**

- Maintain an active social media presence.

- Use targeted ads to reach local builders and homeowners.
- d. Click on the ad with the intention to work on a project and follow the page.**
  - Offers and Quality Showcase:
  - Offer free consultations.
  - Highlight the quality of work.
  - Clear call-to-action to start their dream project.
  - **Strategy:**
    - Create compelling ad copy with strong calls-to-action.
    - Use high-quality visuals and success stories.

### **Implementation Plan:**

- **Networking:**
  - Encourage word-of-mouth referrals by delivering exceptional service.
  - Attend local builder and renovation events to network.
- **Website Development:**
  - Partner with a professional web developer.
  - Regularly update content with new projects and testimonials.
  - Organic Search Engine Optimization (SEO) or Paid Search Ads.
- **Social Media Strategy:**
  - Post consistently with high-quality images and engaging content.
  - Run targeted ad campaigns to reach your specific audience.
  - Engage with followers by responding to comments and messages promptly.
- **Promotions and Offers:**
  - Provide limited-time special deals to attract new customers.
  - Offer free consultations to lower the barrier to entry.

# DRAFT

## Cement Rendering Business Growth Plan

### Target Audience:

- Builders
- Local Residents (Orange & Central West)

### Current State:

- Pain Points:
  - Finding skilled renderers
  - Frustration with current property appearance
  - Uncertainty about decision and costs

### Dream State:

- Emotional Relief:
  - Find experts in style and texture
  - Stunning new look
  - Confident and happy with decision and cost

### Desired Actions:

- Listen to Satisfied Customers
- Proof of Work: Testimonials, Case Studies
- Engagement: Consultation Calls

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### Visit Business Web Page

- Home Page: [Engaging Intro](#)
- Services: [Highlighted List](#)
- About Page: [Experience & Expertise](#)
- Gallery: [Before-and-After Pictures](#)
- FAQ: [Common Questions](#)
- Contact Info: [Easily Accessible](#)

### Stop Scrolling and View Social Media Ad

- Social Media Profiles: [Facebook & Instagram](#)
- Bio: [Engaging Description](#)
- Project Photos: [High-Quality Images](#)
- Ads: [Eye-Catching Designs](#)
- Special Deals: [Limited-Time Offers](#)
- Before-and-After: [Visual Transformations](#)
- Contact Details: [Easy to Find](#)

### Click Ad with Intention to Work on Project and Follow Page

- Free Consultation: [Initial Offer](#)
  - Quality Showcase: [Highlight Work](#)
  - Call-to-Action: [Start Project](#)
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## Implementation Plan:

### Networking:

- Word-of-Mouth Referrals: [Deliver Exceptional Service](#)
- Local Events: [Network with Builders/Renovators](#)

### Website Development:

- Professional Developer: [Build & Update Site](#)
- Regular Updates: [New Projects, Testimonials](#)
- Organic Search Engine Optimization (SEO) or Paid Search Ads.

### Social Media Strategy:

- Consistent Posting: [High-Quality Content](#)
- Targeted Ads: [Reach Specific Audience](#)
- Engagement: [Prompt Responses](#)

### Promotions and Offers:

- Special Deals: [Attract New Customers](#)
- Free Consultations: [Lower Entry Barrier](#)