

Who am i talking to:

<https://docs.google.com/document/d/1IOIBXeKuaFui0or2jGKtFNpf-TpYQcLtzhEesONfZFA/edit?usp=sharing>

Where are they now:

- On the website through the organic posts(seeing testimonials or just expert content) or searching through active search

Sad, anxiety about not having a car when they really need it

- Awareness 3/4 mostly 3
- Sophistication 1/2

Current state

- Have a car which will soon not be driveable.
- Cars maintenance is way to high
- Growing family, new job(distance)
- Seeing a lot of car deals (incentive)
- Car is damaged
- End of warranty
- Concerned about the environment

dream state

- Having a drivable car
 - Lower car maintenance
 - Car which facilitates their family and fit enough to drive at their job location
 - Getting a good deal on a car
 - Undamaged car
 - Not risking out of expenses repairs
 - Minimum impact of environment
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- Desire: Will be high but needs amplifying- 3 needs to go to 7
 - Product: Close to or above limit. Trust that second hand cars is best for them.
 - Company: 5 as they've seen testimonials online(but there is no testimonials right now so maybe lower but hoping to post ton of testimonials online) needs to be 7

Where do i want them to go:

Browse through the cars, pick one they like and enquire by texting the whatsapp link to speak to the owner

What do they need to experience:

1. Title highlighting dream state and grab their attention.
2. build trust.
3. Value dump
4. Showcase the cars
5. Lower perceived cost and increase perceived value
6. Testimonials(Only have 1)
7. CTA-whatsapp chat
8. General contact

Hooks for car dealers website:

1. Looking to buy a new car but afraid of getting scammed? Worry no more
2. When you find a really cheap car which fits your budget, but empty your pockets weeks later due to countless problems
3. Buying a car doesn't need to be stressful
4. We take the hassle out of buying a car
5. Developing a migraine after hours of scrolling for your perfect car
6. Why you must be careful on who you buy your cars off
7. How to avoid the mileage scam
8. Full transparency, inspect the car as much as you want and test the car with a free test drive
9. Tired of being left in the dark?
10. If you are tired of being upsold by business salesmen, let us help you pick the perfect car which suits your needs
11. We will repair any car we sell for free if any damages below 5 weeks occur
12. Relax, We aren't trying to rob you, we just want to make sure you make the right decision
13. Are you afraid of getting robbed off blind because the salesmen just leaves you baffled?
14. If you are happy with getting scammed and left high and dry by car salesmen, then you shouldn't buy from us
15. We won't just chuck any car in front of you and try milk as much money as we can, we handpick these cars from our suppliers and will further handpick them to make sure the car is perfect for you
16. When buying cars in the past, has the ad or post ever actually matched the car in real life?

17. Treat your son with a high quality car, which won't blow your budget
18. No one's got time to search for hours online for a car to drive down to the dealership to have only been misled
19. When the ad looks like a brand-new of the production line Aston Martin but in person it doesn't even have 4 wheels....
20. We will never leave you high and dry, heck I'll even give you my address so you can come find me if I don't pick up
21. If we don't pick up, we'll give you a car for free
22. We will tell you all the defects of our cars, and then evaluate a fair price based on this
23. We are not in it for the money, we just want to help out families with a budget
24. Need a car but no money in the bank, no worries we'll figure something out
25. No need to argue with your wife over your beat up car
26. Guaranteeing it'll take you to A-B for the next 3 years, unless you crash it
27. Don't know which car dealer to trust?
28. I can PROMISE you, you'll never go to any other car dealer again
29. Why you need to stop going home with a car with a list of problems but still paid the same amount as if it was fine
30. We handpick our cars, see if there's any that catch your eye
31. Don't have the time or money to search for a high quality car that fits your budget?
32. Travel the roads of Monza in style
33. Your friends will beg you to tell them who your car supplier is
34. Your endless car doom search has come to an end
35. You'll never find these cars anywhere else, not for these prices
36. Surprise your family with a brand-new car, without having to ration yourself and save up for months
37. When you see a car you like, let us know so we can deliver it to you for a test drive
38. You'll never be a victim of the classic 'mileage scam'
39. Our cars aren't abandoned in some warehouse collecting dust, these are top quality
40. Why can't you find a car which actually matches the advert?