

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: HVAC and Plumbing

Business Objective: Schedule A Water Heater Installation

Funnel: Sales Page

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. People who are tired of running out of hot water when showering

2. Where are they now?

- a. Just Clicked the link to schedule their water heater installation
- b. Current Levels
 - i. Pain/Desire - 5/10 after reading the ad, they've realized they can go back to shower with hot water at an affordable price
 - ii. Belief in Company - 3/10 service companies like this tend to get a bad wrap for doing bad work at stupidly high prices
 - iii. Trust in Reliable Comfort - 4/10 they're a well known company in the area but still a little skeptical

- c. Current State
 - i. Annoyed about having to take cold showers
 - ii. Can't take a warm, relaxing shower
 - iii. Having to take quick showers
 - iv. Doesn't have the money upfront to replace their water heater
- d. Dream State
 - i. Can enjoy a warm, relaxing shower
 - ii. Not stressed about cold showers
 - iii. Can enjoy a long, warm shower
 - iv. Have an affordable method to get a new water heater

3. What do I want them to do?

- a. Schedule a water heater installation service

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. You don't pay much attention to your water heater until it quit working
 - i. Address the problem of the water heater not working anymore
- b. The worst part is, taking a nice, warm shower only to have it ruined by a sudden surge of ice cold water. Water heaters are expensive so you can learn to deal with it or...
 - i. Agitate the current state of the reader to motivate them to take action
- c. You shouldn't have to sell your first born to afford a water heater, so we broke it down into affordable payment for you.
 - i. Agree that water heaters are expensive but we've broken it down into an affordable pricing structure anyone can do.

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Head Line: Taking Cold Showers Are The Worst

Body:

You don't notice your water heater until it quits working...

You're taking a warm, relaxing shower then all of a sudden Antarctic water surges through your shower head.

GREAT!

Just another fun part of being a home-owner.

The problem is, water heaters are expensive.

You may have to sell your first born to afford a new one... or do you?

Well here at Reliable Comfort, we pride ourselves on the comfort of our customers, both physically and financially. That's why we've come up with an affordable payment system specifically for you!

By Calling or Scheduling Online Today, you could get a NEW water heater for as low as **\$59/mo.**

That's right, no selling of first borns.

You can keep your children and enjoy nice, long warm showers WITHOUT breaking the bank.

Call Now Or Fill Out The Form Below To Schedule Your Installation!