

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Landscaping and Lawn Care Service

Business Objective: Get a Quote

Funnel: Product Page

Top Player: <https://www.havenlandscape.design/landscaping-design/>

CONTEXT

- The only before and after picture that my client have is



-
- Here are all the images of the project he's done in the past









- My client didn't provided any benefits and reasons why the reader should pick him over competitors so I just make assumptions that I think fit his business. He reviewed it, and it didn't say anything, so I'm assuming it's all good.
- The bible verse is a branding quote of my company.
- I analyzed a top player, and saw that they were using marketing tactics from the bootcamp which prompt me to start writing my product page a little more compelling that drives action (BOOK A CONSULTATION/ Get free quote)
- Here are the services we provide and I categorize them into sections:
 - Lawn Care Services
 - Mowing
 - Fertilization
 - Weed Treatments
 - Aeration/Overseeding
 - Landscape Maintenance Services
 - Mulch/Pine Straw
 - Hedge Trimming
 - Property Detail (Landscape Cleanups)
 - Leaf Removal
 - Storm Cleanup
 - Landscape Installation Services
 - Landscape Installations/Renovations

ROADBLOCK

- These residential Homeowners in Lake Norman don't have the time to do the painstaking manual labor to enhance their yard.

SOLUTION

- Make up time and do it. Go to HomeDepot or Lowes and buy all the products that they need, go on youtube videos and start the job.

PRODUCT

- Hire a landscaper to do the work for them. It saves them time and energy, they now have more time to make money and go to work and spend their time enjoying their yard instead of maintaining or working on their yard. And it costs less sweat.

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Residential homeowners

- b. HOAs
- c. Commercial
- d. Lake Norman residents.
- e. 30 - 50 years old.
- f. What “tribes are they a part of? How do they signal and gain status in those tribes?
 - i. Their neighborhood
 - 1. “I’ve taken over from the retired guy across the street for the nicest lawn.”
 - 2. “The Best advice ever. I bought a Sunjoe last spring. Did my lawn, then hit it with milorganite and ironite last year. Did it again in April, and this year I’m the most hated dude in the subdivision because nobody has a lawn like mine. It looks like astroturf.”
 - 3. “I just want to stop having the worst lawn on the block.”
 - ii. Tribe = one with the best lawn in their neighborhood.
 - iii. Gain/signal Status = beautiful, well-kept and clean lawn that looks like a golf course for a long period of time. Well-maintained.
- g. What character traits do they despise in themselves and others?
 - i. Trespassing
 - ii. Incompetent
 - 1. “Landscaper who left our backyard with dead trees with a couple on the way.”
 - iii. do not complete their work.
 - iv. Unresponsive
 - v. extremely rude
 - vi. Negative and only there for the money
 - 1. “They focused on limitations/pitfalls/costs and left me feeling like they wanted to pop in some quick and easy changes, charge us a huge sum, and leave.”
 - vii. Poor-quality work.
- h. What are they angry about? Who are they angry at?
 - i. How ugly their lawn looks
 - ii. Past homeowners who neglected their yards and lawn, leaving it a mess.
- i. What are their top daily frustrations?
 - i. “My field of weeds, brown spots, and bad lawn”
 - ii. “We had grubs and fungus in our yard,”
 - iii. “There were spots on one side with mold of home with weeds, bare spots, mold”
 - 1. Ugly, messy, full of weeds, dead grasses, bushy.
- j. What are they embarrassed about?
 - i. Lawns looks messy
 - ii. Having the ugliest lawn in the neighborhood
- k. 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?

- i. Makes them think it's all going downhill
 - 1. "No matter what I tried or what service I used , I couldn't get my lawn to look 1/2 as nice."
- ii. I have no idea where to start with my yard. Not sure where to start.
- iii. "I'm the only slouch in the neighborhood with a crappy front lawn."
- l. If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 - i. Lawn was a total disaster
 - ii. Lawn looks dead
 - iii. Nasty big ol clumps of grass
 - iv. Bushy lawn
 - v. They have a neglected yards, or a brand new yards that hasn't had the care it needs
 - vi. "our yard was a mess with gaps and large areas of every type of weed imaginable."
 - vii. "jungle in our yard."
 - viii. "My lawn had weeds, brown spots, tree limbs down, no edging. It was a disaster."
- m. What is keeping them from solving their problems now?
 - i. Fear of burning the lawn or doing something wrong
 - ii. "As a homeowner, we all have very little time to spend on the lawn but we want the most impact of our time."
- n. They want to impress Their Neighbors, coworkers, Their friends, and family and Everyone that drove/walked past their house.
- o. How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
 - i. "Lawn is a great place that I enjoy spending time with, and I just like looking at it"
 - ii. "A well-maintained lawn that not only enhances the beauty of their home but also provides a comfortable and enjoyable outdoor space for their family and friends."
 - iii. "This was transformed into a space that now my wife is taking over with table and chairs, hanging lights, outdoor chandelier, plants, etc."
 - iv. Increase the value of their property
 - v. Enjoy their time outside with their family and friends
- p. If they were to describe their dreams and desires to a friend over dinner, what would they say?
 - i. "oasis in my front yard"

- ii. "get our yard looking like mostly yellow weeds to a nice bright green color."
- iii. "healthy, green and well manicured condition of the lawn."
- iv. "Green, lush, strong and not a single weed to be found."
- v. "Not only do I not have to worry about weeds in the yard, my grass is greener and thicker than it ever was before. The bare spots that never quite filled in are gone. The yard looks great."
- vi. "my lawn is the best it's ever looked in the 14 years I've been in my home."
- vii. "my yard looks Absolutely Fabulous down to every last detail."
- viii. "My lawn was a big mess, and they left it looking brand new."
- ix. "beautiful natural area."
- x. "beautifying my yards"
- xi. "Sean and his crew came and transformed our backyard to a beautiful oasis of color and greenery."
- xii. "This spring the yard came back twice as thick and I have had neighbors and walkers stop to complement me and asked what I did."
- xiii. "I'm the most hated dude in the subdivision because nobody has a lawn like mine. It looks like astroturf."
- xiv. "maintaining a lush and healthy lawn is a source of pride for homeowners."
- xv. "my lawn has never looked better and has never been healthier than it is now."
- xvi. "My lawn looks like a golf course"
- xvii. "I want that curb appeal on my lawn"
- xviii. "turn your yard into a space you enjoy not avoid."
- xix. "makes a boring backyard in to a place to enjoy."
- q. What do they currently believe is true about themselves and the problems they face?
 - i. It takes a lot of time and work out of their day
 - ii. They didn't have the time to maintain their lawn
 - iii. Irrigation: It felt like their hard work is erased in a day when the damage in the process of irrigation was done
- r. Who do they blame for their current problems and frustrations?
 - i. Past homeowners of their home
 - ii. Themselves for not noticing how ugly their yards look
 - iii. Landscape companies they used to work with that are unprofessional and unethical
 - 1. "frustration from working with a previous landscaper who left our backyard with dead trees with a couple on the way."

- s. Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - i. They've tried doing their lawn by themselves with the help of youtube for guide
 - ii. Buying different products and doing all by themselves
 - iii. Hiring lawn/landscaping companies that are lousy and only there for the money
 - 1. "We had tried several years with other yard maintenance companies with no success."
 - iv. **"I thought the yard looked okay."**
- t. How do they evaluate and decide if a solution is going to work or not?
 - i. "The process was easy, it fit well into my budget, and the work itself was done in half a day."
 - ii. "Team of dedicated and hard workers to bring our project to fruition."
- u. What figures or brands in the industry do they respect and why?
 - i. Scotts
 - ii. John Deere
 - iii. Roundup
 - iv. I Want FEature
 - v. Home depot
 - vi. Lows
 - vii. Tenacity
 - viii. Lesco
 - ix. Jonathan green
 - x. Spectracide
 - xi. They're high-quality and they get the job done for them
 - xii. John Deere is what most americans used for yard work and farm work, so it's an American brand
- v. What character traits do they value in themselves and others?
 - i. dedicated hard working professional and courteous.
 - ii. knowledgeable, artistic and highly skilled.
 - iii. Showed up every day on time
 - iv. easy going
 - v. Responsive
 - vi. Ethical
 - vii. "went above and beyond to complete my project with the highest quality"
 - viii. stands by their word
 - 1. "'finding a company in today's time that does what they say and when they say they will do it is rare."
 - ix. Always with a smile, kind word, laugh, and exceptional results.
 - x. accommodating

- xi. Considerate
- xii. pleasant, reasonable, and helpful at every step.
- xiii. “easy to reach and even traveled out to meet us when it made sense.”
- xiv. Pay attention to the details!
- xv. professional and friendly and they made sure everything was how they expected it to be.
- xvi. quality instead of expediency
- xvii. prompted
- xviii. “Their communication is timely and they are so organized.”
- xix. Someone who listens
- xx. Patient and personable
- xxi. Efficient
- xxii. reliable crews, no matter the job.
- xxiii. “They were fast, efficient, and high-quality. They were also very friendly and professional throughout the whole process. They were always in touch with me and made sure I was satisfied with everything.”
- xxiv. Stayed in touch until the project is done to the way they wanted
- xxv. “It is always reassuring to know there is an extra set of keen eyes on the project.”
- xxvi. “making sure we were happy”
- w. What trends in the market are they aware of? What do they think about these trends?
 - i. Sustainable Landscaping
 - ii. Outdoor Living Spaces: They like it.
 - iii. Battery-Powered and Robotic Equipment: Yes they like it
 - iv. Health and Wellness Features:
 - v. Synthetic Turf:
 - vi. Trump election 2024 - They want him back as president.
 - vii. “Go Native”
 - viii. Edible landscape
 - ix. Privacy trend:
 - x. Low maintenance:
 - 1. Gravel or no-lawn



- a.
- xi. Water garden: They like it

- xii. Escape pods
- xiii. Drought tolerance
- xiv. They are shifting close to Outdoor Living Spaces and water gardens (they like it in the pool). They like that one the most.

a.

2. Where are they now?

- a. On the funnel?
 - i. On one of my service pages
- b. Level of Awareness
 - i. Level 3
- c. Stage of Sophistication
 - i. The company and the landscape people
 - 1. Stage 5
- d. Current State
 - i. Emotionally
 - 1. They have no idea where to start.
 - 2. Don't have enough time to get a weed-free lawn
 - ii. With their lawn
 - 1. "lawn was a disaster"
 - 2. Messy
 - 3. Overgrown and dead weed, bushes taking over the back garden
 - 4. pileup of leaves, brush, limbs and branches compiled in their backyard.
 - 5. weedy mess
 - 6. There's patches



a.



b.

e. Dream State

i. With their lawn

1. looks very clean and well kept
2. Green, thick and healthy
3. Looks like a golf-course



4.

ii. With their lawn care professionals

1. super fast and easy process
2. very polite and friendly
3. On time
4. fairly priced
5. Professional
6. Does quality work

- 7. They are very kind, responsive
 - 8. Someone who is willing to take care of their needs.
 - 9. attention to detail
 - 10. showed up on time and had the lawn finished with perfection!
- f. Current Feelings of Need/Desire/Pain
 - i. High
- g. Current Belief In Lawn Care Service Provider
 - i. Yes, High.
- h. Current Trust in (X) Company
 - i. ZERO.
- i. Solutions (products) they've tried in the past
 - i. Lawn mowers
 - ii. Roundup Ready-To-Use 1-Gallon Trigger Spray Weed and Grass Killer
 - iii. Using grass seed
 - iv. soil samples
 - v. Aerate machine
 - vi. Fertilizer

3. What do I want them to do?

- a. Engage with my "lawn care" service page
- b. Develop the intent to get a quote
- c. Get a quote

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. Engage with my "lawn care" service page
 - i. "Stunning Landscaping Design Charlotte NC"
 - 1. They start off by making a promise about the results (Stunning Landscaping design)
 - 2. They also use this as an opportunity to place keywords there.
 - 3. The image is at the house of the target market (they connect it with it). The image highlights the dream state, but it also needs to connect with them on some level that associate with them
 - 4. "We go out of our way to provide you with the best customer support & project communication through job completion"
 - a. Making a claim on why the market should pick them
 - 5. "We specialize in creating a haven of nature in your backyard by providing complete landscaping design services in the Charlotte, NC area, including grading, drainage systems, hardscaping, irrigation systems, outdoor lighting, and privacy trees and shrubs."

- a. Start off by making a claim that they're good at achieving the desired dream state that the customer desires, and they connect it to the services they provide.
 - i. They're connecting to achieve the dream state using the products (or service).

6. CTA

ii. QUOTE

- b. Develop the intent to get a quote → Get a quote
 - i. Making a claim that they're the best
 - ii. Leading with dream states. First order dream state, and second order dream state.
 - iii. Each section is new. Attention grabbing.
 - iv. The design of the website is seamlessly beautiful, and it's catchy that way
 - v. Why our product is superior
 1. Start off with 2 statements that they're going to fully say "yes" to.
 2. Connect to a vision of how your superior product will help the market achieve dream outcome BETTER.
 3. Connect with them about their dream state. Show acknowledgements of their dream outcome.
 4. And connect to your company, how YOUR company wants to help them.
 - vi. WIIFM
 1. The services your offer (opportunity to place your keywords), and the problem the market face that the services solves for them
 2. We can help you with [insert something that gets them closer to their dream outcome], with [insert our superior product]
 - a. Start off with a small offer that gets them closer to their dream outcome
 3. Progress to a more higher desire that gets them the closest to their dream outcome
 - vii. Answering the "Why should we buy from your company" question. While smoothly placing keywords.
 - viii. Promising good results using their superior product
 - ix. Promising competence in achieving dream outcome, and the other small areas that they also need help with
 - x. We're confident about our product because of the superior techniques we use, such as X, Y, and Z, and what it does to help solve the problem you're facing (or achieve the dream outcome you want. The ADVANCE tools we use, and our goal is to ensure that the results are MAXIMUM PERFECT.
 - xi. Classic Level 2 play. They offer a small value to them that gets them closer to the dream outcome.
 - xii. HEADLINE CALL TO ACTION! (Not a CTA button)
 - xiii. Promising competence in all of the fields and areas they need help with.

- xiv. And how we're the company that WANTS you to win, and we're committed to you from start to finish. So that you'll receive the dream outcome and love it
- xv. The advanced tools we use and what it does for you.
- xvi. We go out of our way to give you the BEST product
- xvii. Classic level 3 to level 4 play → "If you're looking for professional landscaping in Charlotte, NC, we're here to help you start your next project with our expert landscape design services. Call Haven Landscape Design today. Let's create your Haven!"

DRAFT

Landscape Maintenance in Lake Norman, NC

Reliable, High-Quality Service with a 100% Satisfaction Guarantee. Get a FREE Quote Today!

As a homeowner in the Lake Norman area, you take pride in your property and want it to reflect the beauty and care you put into your home. But maintaining a pristine landscape can be time-consuming and challenging. That's where we come in. Our expert team provides top-notch landscape maintenance services in Lake Norman, NC tailored to meet your needs, ensuring your yard is always the envy of the neighborhood.

Landscape Maintenance Services In Lake Norman, NC

Landscape Cleanups, Lake Norman NC

From seasonal debris removal to thorough yard cleanups in Lake Norman NC, we handle all aspects of landscape maintenance. Whether it's spring, summer, fall, or winter, we'll make sure your yard looks immaculate year-round.

Hedge Trimming, Lake Norman NC

Expert hedge trimming service in Lake Norman, NC to keep your shrubs neat and tidy. We take care of every detail, ensuring that your hedges complement the overall aesthetic of your landscape.

Storm Cleanups, Lake Norman NC

After the storm, leave the cleanup to us. With our storm cleanup service in Lake Norman, NC We quickly and efficiently remove debris and restore order to your landscape, so you can get back to enjoying your outdoor space.

Mulch and Pine Straw Installation, LKN Area

Enhance your landscape's appearance and health with our mulch and pine straw installation services in Lake Norman, NC. We carefully apply high-quality materials to protect your plants and add a polished look to your garden beds.

Leaf Removal, Lake Norman NC

Don't let fallen leaves clutter your beautiful lawn. Our leaf removal service in Lake Norman ensures that your yard stays clean and clear, preventing damage and maintaining its appeal.

Why Choose Us?

Exceptional Customer Service

You will always get a specialist who is helpful, knowledgeable, and understanding about your yard and landscaping needs.

100% Satisfaction Guarantee

We stand by our work with a 100% commitment to serve our local area. If you're not completely satisfied with our service, we'll make it right—no questions asked.

What Our Clients Are Saying

This company is so reliable and they do exactly what they say they are going to do! My yard has never looked better, and I love how they pay attention to every detail.

By Adria Appleby

Thank you so much, JP, for being such an amazing landscaper. My yard hasn't looked this beautiful in over 5 years. I'm so grateful to have found such a caring, reliable company.

By Vie Vegan

I found myself in a position of not being able to keep up with my lawn maintenance and Lawn Mgmt got it caught up for me. They were quick to respond to my inquiry before the weekend and came out that Monday. They are very kind to work with and reasonable as well.

By Marilyn Lynch

This company is so reliable and they do exactly what they say they are going to do! My yard has never looked better, and I love how they pay attention to every detail.

By Adria Appleby

Very happy with the service from Land Mgmt! JP always keeps me updated with schedules and is very responsive.

By Randall Rogers

Don't just take our word for it—hear from our satisfied customers:

Fill In This Form & Receive a Free Quote

Ready to transform your yard? Contact us today to get your FREE Quote and experience the difference our professional maintenance services.

First name

Last name

Email*

Phone

Select a service*

Choose one

Tell us what you need—we'll handle the rest


(Send)

At Land Mgmt, we're not just about maintaining landscapes—we're about maintaining trust and delivering the kind of results that makes you proud to come home. Let us take care of your yard, so you can spend your time enjoying the beauty of your home, instead of taking time to maintain it through the heat.

WEB DESIGN (mobile View)

7:37

100

Join us on the **Wix**app 

[CLICK HERE TO GET A FREE QUOTE](#)



Whatever you do, work at it with all your heart." (Col. 3:23)

Landscape Maintenance in Lake Norman, NC

Reliable, High-Quality Service
with a 100% Satisfaction

Guarantee. **Get a FREE
Quote Today!**




AA

 rathanakponn.wixsite.com



7:37



Join us on the Wixapp 

Landscape Maintenance in Lake Norman, NC

Reliable, High-Quality Service
with a 100% Satisfaction
Guarantee. **Get a FREE
Quote Today!**

As a homeowner in the Lake Norman area, you take pride in your property and want it to reflect the beauty and care you put into your home. But maintaining a pristine landscape can be



7:37



Join us on the **WiX**app 

Quote Today!



As a homeowner in the Lake Norman area, you take pride in your property and want it to reflect the beauty and care you put into your home. But maintaining a pristine landscape can be time-consuming and challenging. That's where we come in. Our expert team provides top-notch landscape maintenance services in Lake Norman, NC tailored to meet your needs, ensuring your yard is always the envy of the neighborhood.

Landscape



7:37



Join us on the **WiX**app 

Landscape Maintenance Services In Lake Norman, NC



Landscape Cleanups, Lake Norman NC



From seasonal debris removal to thorough yard cleanups in Lake Norman NC, we handle all aspects of



7:37

📶 100

Join us on the **WiXapp** 

Landscape Cleanups, Lake Norman NC

From seasonal debris removal to thorough yard cleanups in Lake Norman NC, we handle all aspects of landscape maintenance. Whether it's spring, summer, fall, or winter, we'll make sure your yard looks immaculate year-round.



7:37



Join us on the **Wix**app 



Hedge Trimming, Lake Norman NC

Expert hedge trimming service in Lake Norman, NC to keep your shrubs and tidy. We take care of every detail, ensuring that your hedges complement the overall aesthetic of your landscape.



7:37

📶 100

Join us on the **Wix**app 



Storm Cleanups, Lake Norman NC

After the storm, leave the cleanup to us. With our storm cleanup service in Lake Norman, NC We quickly and efficiently remove debris and restore order to your landscape, so you can get back to enjoying your outdoor space.



7:37



Join us on the **Wix**app 



Mulch and Pine Straw Installation, LKN Area

Enhance your landscape's appearance and health with our mulch and pine straw installation services in Lake Norman, NC. We carefully apply high-quality materials to protect your plants and add a polished look to your garden beds.



7:37



Join us on the **WiXapp** 




Leaf Removal, Lake Norman NC

Don't let fallen leaves clutter your beautiful lawn. Our leaf removal service in Lake Norman ensures that your lawn stays clean and clear, preventing damage and maintaining its appeal.



7:37



Join us on the **WiX**app 

Why Choose Us?


Exceptional Customer Service

You will always get a specialist who is
helpful, knowledgeable, and
understanding about your yard and
landscaping needs.



7:38



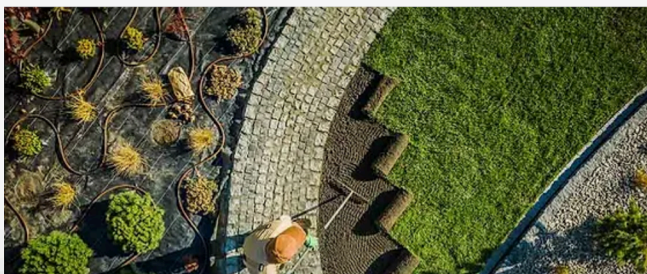
Join us on the WixApp 



100% Satisfaction Guarantee

We stand by our work with a 100% commitment to serve our local area.

If you're not completely satisfied with our service, we'll make it right—no questions asked.



7:38



Join us on the **Wix**app 



What Our Clients Are Saying

Don't just take our word for it—hear
from our satisfied customers:




This company is so reliable and they do exactly what they say they are going to do! My yard has never looked better, and I love how they pay attention to every detail.

By Adria Appleby



7:38

📶 100

Join us on the **Wix**app 

every detail.

By Adria Appleby



This company is so reliable and they do exactly what they say they are going to do! My yard has never looked better, and I love how they pay attention to every detail.

By Adria Appleby



Thank you so much, JP, for being such an amazing landscaper. My yard hasn't looked this beautiful in over 5 years. I'm so grateful to have found such a caring, reliable company.

By Vie Vegan




Very happy with the service from Land Mgmt! JP always keeps me updated with schedules and is very responsive.

By Randall Rogers



7:38



Join us on the **Wix**app 

Very happy with the service from Land Mgmt! JP always keeps me updated with schedules and is very responsive.

By Randall Rogers



I found myself in a position of not being able to keep up with my lawn maintenance and Lawn Mgmt got it caught up for me. They were quick to respond to my inquiry before the weekend and came out that Monday. They are very kind to work with and reasonable as well.

By Marilyn Lynch



Fill In This Form & Receive a Free Estimate

Ready to transform your yard? Contact us today to get your **FREE Quote** and experience the difference our professional maintenance services.

First name



7:38



Join us on the **WiXapp** 

Fill In This Form & Receive a Free Estimate

Ready to transform your yard? Contact us today to get your **FREE Quote** and experience the difference our professional maintenance services.

First name

Last name

Email *




Phone

Select a service *



7:38



Join us on the **WiXapp** 

Select a service *

Choose one



Tell us what you need—we'll handle the rest

Send

At ***Land Mgmt***, we're not
about maintaining landscap
we're about maintaining trust
and delivering the kind of
results that makes you proud to
come home. Let us take care of



7:38



Join us on the **WiXapp** 

At ***Land Mgmt***, we're not just about maintaining landscapes—we're about maintaining trust and delivering the kind of results that makes you proud to come home. Let us take care of your yard, so you can spend your time enjoying the beauty of your home, instead of taking time to maintain it through the heat.



© 2023 by Land Mgmt LLC. Proudly serving the lawn care and landscaping needs of around the Lake Norman Areas. Cornelius, Davidson, Denver, Mooresville, and Huntersville. All rights reserved.



PERSONAL ANALYSIS

- ☒ The “as a homeowner” part near the top and the last part is super wordy. I don’t think anyone’s reading that. If I make the text more effective with just 3-5 words, bolded and big, I think it would remove the website’s friction.
- ☒ If I make the “GET A FREE QUOTE” text at the first slide a clickable link, I think it will make it easier to buy.
- ☐ If I make the “Google Verified” image a clickable link to the my GMB listing, it would boost the the legitimacy of my reviews.
 - Dont work
- ☒ The header is a giant forehead
- ☒ I should move the Bible verse on the bottom matching the size of the logo to make it look better.
- ☒ And I think I should also add my client phone number for the NAP. Or it can be on the first slide sitting on the bottom