

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** Auto body shop in Kansas City

**Business Objective:** Get more clients from the web page

**Funnel:** Google Search funnel

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## WINNER'S WRITING PROCESS

### 1. Who am I talking to?

- a. People facing issues with cars, that prevents the car usual exploitation
- b. People searching on Google

### 2. Where are they now

- a. Looking on google for body shop
- b. They have imperfections/problems on the exterior of their car
  - i. Crashed their car
  - ii. Chipped paint

- iii. Bumper falling apart
  - iv. Front light stopped working
  - v. Brakes became rusty
- c. How they feel about the solution
  - i. Pain/Desire 10/10 (if the damage prevents the normal car explotaion)
  - ii. Belief 8/10 (high because the only way to fix a car is to leave it at the body shop)
  - iii. Trust 3/10 (the level that neds to be improved the most)
- d. Current state
  - i. Annoyed that they can not use the car normally
  - ii. People think that they are careless and irresponsible because their car has visible defects
  - iii. Getting to work became a problem
  - iv. They don't know how to clean the road the gravel chipped the paint on my car
  - v. To expensive can't afford
  - vi. They take too much time to finish a vehicle
- e. Dream state
  - i. Car is fixed and looks like new.
  - ii. Nothing prevents me from using their car
  - iii. They do not need to uber anymore or ask for a ride

### 3. What do I want them to do?

- a. Open the landing page
- b. Check the page
- c. Call for the appointment.
- d. Set up a time for the estimate

### 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. Open and check the landing page
  - i. They need to see example of repaired vehicles (Before and After slideshow)
  - ii. Picture of repairmen doing their jobs
  - iii. Easily clickable and visible **address, hours of operations** and **phone** number of the Body Shop.
- b. Diminish objections
  - i. Convince visitor the job will be done fast and with reasonable price
  - ii. Show the various certifications to increase credibility.
  - iii. Let them know that Body Shop gives warranty
  - iv. Let customers know that Dody Shop is a Family Business that was working since 1967.

- v. The repairs can be done through the insurance.
- vi. Show them the main services that the body shop does.
- c. Book an appointment  
    , Visit or call us.

## Top player analysis

<https://www.carstar.com/locations/mo/lee-s-summit-15090/>

- easy to book find a phone number, address and hour of operations
- A lot of certifications and testimonials.