

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Cleaning Company

Business Objective: Get 20 Clients In One Month

Funnel: Google Ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. People that are looking actively to get their property/business cleaned in great detail and work with a professional cleaning company that is friendly, on time and respects all the requirements the customer has

2. Where are they now?

- a. Looking for solutions/businesses on Google
- b. Market Awareness: Level 3 - Solution Aware
 - i. Customer is aware of the problem and the solution, however my client is using premium tools to clean their property
 - ii. The strategy would be to use the current solution (which is cleaning) and differentiate by showing them the results with the premium tools. That can be done via before and after pictures or live after a cleaning.

- c. Market Sophistication - Assume Stage 5:
 - i. Experience:
 - 1. Premium cleaning at the same cost of a normal cleaning
 - 2. If you find a dirty spot in the next 10 days, we come and clean it for free
 - 3. You will feel more home than ever
 - ii. Niche Down:
 - 1. Cleaning for people that have allergies
 - 2. Cleaning for people that are concerned about the air quality in their home
- d. Current levels
 - i. Pain/Desire - 6/10
 - ii. Belief - 5/10
 - iii. Trust - 1/10
- e. Current state:
 - i. The property/place is dirty and you don't want to do it by yourself
 - ii. Living in a dirty environment can be unhealthy and can make people less productive. Therefore their quality of life drops as the time goes by.
 - iii. Lack of tools to get the desired results
 - iv. Don't have a lot of time and/or the property is too big
- f. Dream state:
 - i. Clean and organized place where you enjoy to live and spend time
 - ii. It improves your health since you are less exposed to respiratory problems, skin infections, gastrointestinal problems, etc.
 - iii. It improves productivity because everything is organized and you know where are they
 - iv. It creates a desire to live in that environment

3. What do I want them to do?

- a. Stop searching and read the ad
- b. Click on the ad with the intention to book a cleaning 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. Stop searching and read the ad
 - i. Mention the service and that you are in their area
- b. Click on the ad with the intention to book a cleaning service
 - i. Have an interesting ad where the service is clearly communicated
 - ii. Have a series of convincing photos
 - iii. Have a lot of good reviews

DRAFT

Top-Rated Cleaning in [City]

Sponsored · House Cleaners | New York

GOOGLE GUARANTEED

CleanCru

5.0 (10) · House Cleaner

Opened in 2024 · Serves New York

Open until 5 PM

Message

Get phone number

Big Apple Maid

4.7 (611) · House Cleaner

25 years in business · Serves New York

Open until 9 PM

Get phone number

Show more

Sponsored

sunlightcleaningny.com

https://www.sunlightcleaningny.com › deep-cleaning

NYC Deep Cleaning - Deep cleaning services NYC

Professional Deep Cleaning & Sanitizing Services · High Quality · Trustworthy · Book now!

Sponsored

Skyway Windows

https://www.skywaywindows.com

Skyway Windows — Window Cleaning Services Provider in...

SkyWay — Window Cleaning Company that provides services in NYC. Call for a Free Estimate

Google ad:

Results for [City Name] · [Choose area](#) ⋮

Sponsored · House Cleaners | [City Name] :

✓ **GOOGLE GUARANTEED**

[Company Name]

4.9 ★★★★★ (179) · House Cleaner

5 years in business · Serves in [your city]

Opens until 6 PM

 **Message**

 **Get phone number**

[Show more](#) ▼



Sponsored

[Company Name]

4.9 ★★★★★ (219)

19+ years in business · Closed · Serves [City Name]

You viewed yesterday ⓘ

📞 Get phone number

💬 Message

➦ Share

Overview

Services

Reviews

Photos

- 310+ bookings nearby
- Passed background check
- Has business insurance [Details](#)

🕒 Closed · Opens 8 AM Tue ▾

📞 [Phone Number]

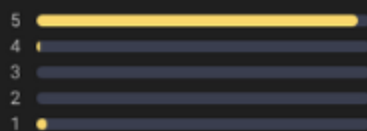
☰ **Services:** Premium Cleaning, Allergen Reduction and Air Quality Service, Warranty for 10 days after the cleaning

🚚 [Company's Address]

Details

- ✓ Flat rate pricing
- ✓ Free Estimate
- ✓ Locally-owned & operated
- ✓ References available
- ✓ Woman-owned & operated

Google review summary



+ WRITE A REVIEW

4.9



(219)

[View more reviews](#)

Strategy:

- Talk with the customer and get as much as possible before and after photos from their work
- Tell the customer, always after a cleaning, to ask for a Google review for a 5% discount. Also ask previous customers and friends to give a good review
- Customize the ad for customers with allergies and people that are living in low air quality environments
- Obtain some certificates that can prove the cleaning reduces allergies and improves the air quality

Future strategy:

- Create a website for presenting the previous work done, products used, brand, etc. clearer
- Attack another niche of businesses that own properties with large areas of windows/glass facades (my client has the capability to clean those spaces)