

Wanta Lodo Detailing Services / Car Detailing in Aruba

Business objective - Secure 20-30 clients by November 6th, averaging \$100 per client, generating \$2000-\$3000

Part of the funnel - Social media direct outreach message with a limited-time intro offer

Winner's Writing Process

1. Who am I talking to?

- a. Local car owners in Aruba,
- b. Busy professionals with high-income who value convenience and premium service
- c. Real estate agents, who want their vehicles in premium condition

2. Where are they at now?

- a. **Current painfull state**
 - i. They spend a lot of time in their car and it quickly looks cluttered, unclean, not presentable, and sometimes makes them feel stressed while driving it.
 - ii. The idea we're presenting does sound appealing, but not completely sure if they can trust us with their car yet. It doesn't cost a lot and they could easily get it, but still a bit hesitant.
 - iii. Strapped for time

b. Dream State

- i. They want to feel comfortable, confident and proud in their car, show up and make a great first impression.
- ii. They want to signal that they are an experienced and knowledgeable professional.
- iii. While at the same time increasing the status in their tribe.
- iv. Save time

c. Level of awareness - level 3

- i. They're Solution Aware and unaware of our product

d. Stage of sophistication - stage 4

- i. We're going to a better and unique mechanism play mainly

e. Current Levels

i. Desire -

- 1. They do need their car to be in the best condition all the time, because their image matters. But might believe it's not worth the price and hassle if they can just go to a carwash or pay a family member to wash it for them.

ii. Believe in idea -

- 1. They know that car detailing clearly works and probably have had their car details before

iii. Trust in your company -

- 1. No personal experience or familiarity with our brand, and have just seen our page for the first time. We also have very little credible social proof

3. Why should the reader stop what they're doing to consume your copy? WIIFM

- a. We're offering them a killer deal and make it as convenient as possible for them
- b. (Objections)

- i. How long is this going to take?
- ii. Can I really trust this guy?

4. Why should they do it now rather than later?

- a. This deal is going to end soon and our calendar is filling up quick

5. Why should your reader buy your product not your competitor's product? It expands beyond USP. Why they don't do this, this and this and should buy YOUR product.

- a. We're reasonably new in the industry and our name and quality means everything to us. We value every single customer, from the car, the experience, to the customer service.
- b. We're offering a great discount and making the process effortless, from quick booking system to on location detail, and transparency behind our prices.
- c. (I have to be honest, there's not a big differentiator seeing their new company. So I'm a bit stuck on how to answer this..)

6. What do I want them to do?

- a. See our message pop up
- b. Stop what their doing
- c. Be curious to want to read the whole message
- d. Hop on our page to checkout what we do
- e. Reply positively to our offer
- f. Book a date
- g. Possibly share with their colleagues/ friends
- h. (objections)
 - i. Do I really need this right now?
 - ii. Is it really worth the price, even with the discount?
 - iii. My car is always clean.
 - iv. I don't have the time for this.

v. I don't know if I should trust this company...

7. What do they need to experience/think/feel to do that?

- a. Feel that our service will save them time and is easy to schedule.
- b. See that our service is premium.
- c. See other people like them (busy professionals, high-status individuals) enjoying our service.
- d. Believe that our service solves a specific pain point they're experiencing
- e. Think your introductory offer is valuable.
- f. Think we're reliable and trustworthy
- g. Feel confident that their car will be in safe hands and that our service will deliver on its promises.
- h. Feel relieved that our service will take care of a task they find time-consuming or frustrating
- i. Feel that using our service will boost their image.

WHAT NEEDS TO HAPPEN IN COPY

Mindset Shifts and Persuasion Elements for Wanta Lodo Detailing Services Copy

- 1. **Grab Attention** (First impression)
 - **See:** A clean, eye-catching image of a freshly detailed car, preferably a luxury vehicle.

- **Hear:** An engaging hook that resonates with their need for convenience and status (e.g., “Your car is more than just a vehicle; it’s part of your professional image.”).
- **Feel:** Immediate connection to their problem—time-consuming car upkeep. Highlight how your service solves this issue by saving them time.
- **Trust:** Use social proof early, such as testimonials, to build credibility right from the start.

2. **Acknowledge Their Pain Points** (Current state)

- **See:** A vivid description or image that reminds them of their daily frustrations—dirty interiors, faded exteriors, or cars that don’t reflect their status.
- **Feel:** Empathy for their busy lives and the stress of maintaining a pristine vehicle. Use phrases like, “We understand how overwhelming it is to juggle a busy schedule, only to find your car isn’t looking its best.”
- **Trust:** Show you understand their specific frustrations by mentioning detailed aspects like “scratches, fading paint, cluttered interiors.”

3. **Paint the Desired Dream State** (Solution-focused)

- **See:** Their dream scenario of driving a spotless, gleaming car, giving them pride and confidence.
- **Feel:** The emotional relief and satisfaction that comes from having a car that enhances their professional image effortlessly.
- **Desire:** To feel as though their car is a reflection of their success and organization. Highlight that your detailing services are not just about cleaning cars but about “boosting their image.”
- **Hear:** Reassurance that this transformation is possible with minimal effort on their part, thanks to your services.

4. **Overcome Price Objections with Value** (Lower-risk introduction)

- **See:** A limited-time introductory offer that feels like a great deal (e.g., “First-time clients get a complete interior and exterior detailing for only \$100—offer ends October 31st”).
- **Feel:** That this is a low-risk, high-reward opportunity, and if they don’t take it now, they’ll miss out. Create urgency by reminding them that the offer is limited.
- **Desire:** To seize the opportunity because it’s framed as a low-risk investment with a clear upside—“professional image boost and time saved.”
- **Trust:** Mention guarantees or a “satisfaction-or-your-money-back” clause to reduce risk further and build trust in your brand.

5. **Differentiate Your Services from Competitors** (Unique mechanism)

- **See:** A clear explanation of what sets you apart from competitors like Micro Detailing Aruba. Mention specific advantages like your mobile service, premium products, or specialized techniques (e.g., eco-friendly cleaning materials, attention to detail).
- **Hear:** That while a regular carwash may seem sufficient, your service offers a deeper clean, longer-lasting results, and an unmatched convenience.
- **Feel:** A sense of exclusivity. Position your service as something for discerning clients who value their car’s appearance and want more than the “basic” service competitors offer.
- **Trust:** Highlight before-and-after images, client testimonials, and even brief case studies showcasing specific results.

6. **Address Time Objections** (Convenience)

- **See:** An emphasis on convenience—mobile service that comes to them or fast booking via social media or phone.
- **Feel:** Reassured that the process won’t disrupt their busy schedule. Reinforce that your service “works around their time” and “comes to their doorstep.”

- **Desire:** Convenience. They should feel that booking your service will make their life easier, not more complicated.
- **Trust:** Highlight your smooth and efficient booking process and emphasize flexible appointment times.

7. **Build Urgency and Exclusivity** (Create FOMO - Fear of Missing Out)

- **See:** Reinforce the limited-time aspect of the offer. Use countdowns or phrases like “Only available for a few more days.”
- **Feel:** A sense of urgency. They should feel compelled to act now or risk missing out on this incredible offer.
- **Desire:** To lock in the discount before it’s gone and be one of the select few enjoying a spotless car at a fraction of the price.
- **Trust:** Include phrases like “Exclusive to our VIP clients” or “A special introductory offer for professionals like you” to reinforce that this offer is not open to everyone.

8. **Offer a Simple Call-to-Action (CTA)** (Conversion-focused)

- **See:** A clear and easy-to-follow next step. CTA buttons like “Book Your Detailing Today” or “Claim Your \$100 Intro Offer” should be prominent.
- **Feel:** That taking action is simple, fast, and risk-free. Eliminate any unnecessary steps or complex booking processes.
- **Desire:** Immediate results. They should feel that by clicking the CTA, they are already one step closer to driving a spotless, professionally detailed car.
- **Trust:** Provide contact details or booking options that instill confidence, such as “Speak with us directly” or “Message us now for your appointment.”

9. **Reinforce Trust at Key Points** (Overcome hesitations)

- **See:** Testimonials, case studies, or ratings from satisfied clients. Place these strategically around your offer and CTAs to reassure hesitant prospects.

- **Feel:** That they're in good hands with a trusted, professional service. Emphasize reliability, quality, and customer care at every step.
- **Trust:** Use specific examples like "Carlos, a busy lawyer, uses our services to keep his BMW in showroom condition."

10. **Encourage Referrals or Upsells** (Post-service engagement)

- **See:** A simple message encouraging them to refer friends or family for additional discounts or benefits.
- **Feel:** Rewarded for their loyalty and excited to share the service with others. Mention that their next detailing could be discounted or free with referrals.
- **Trust:** Reinforce their satisfaction with a follow-up email or message post-service, asking for feedback and offering incentives for reviews or referrals.

-> DRAFT (first message)

Hey [prospect name]!

In real estate, success is all about making the right impression, and you're clearly doing that with your recent [specific achievement] in [location].

Congrats on that big win!

Since I know you appreciate quality, I thought you might be interested in an at-home full detail I'm offering for just \$68, available until Nov 15, with only 20 spots left at this price.

I take pride in doing the job right, focusing on the details, and delivering on time. I stand by my work, so if you're not completely happy with how your car looks, you don't pay a cent.

Are you satisfied with the quality of care your car's been getting lately?

(second message)

Just recently, I helped [Client Name] get his car looking fresh again, and here's what he had to say about it.

FOLLOW UP MESSAGES

For Ready-to-Buy People

You: Hey! Great to hear you're interested! You're just in time for our At-Home Full Detailing offer. When's a good time to come by and get that done for you?

Customer: Maybe next week.

You: Sure thing, but just a heads-up—spots are filling fast, and this free engine cleaning deal only runs until Nov 25th. We can book you in as soon as [day], would that work?

Customer: Hmm, okay. Let's do [day].

You: Perfect! Just need your phone number, and I'll give you a quick call to confirm your details.

Customer: Alright, my number is [lead phone number].

You: Awesome! You're all set, and we'll take care of everything. Talk to you soon!

2. Interested but Needs More Details

Customer: This sounds great, but what exactly does the full detail include?

You: Great question! A full detail means every inch of your car gets cleaned. Inside, I'll deep-clean the carpets, seats, and leather, plus the dashboard and door jambs. Outside, it's a scratch-free wash, tar removal, rim cleaning, and a wax coat that lasts 2–3 weeks. Your car will look like new again!

Customer: That sounds awesome. Maybe next week?

You: Next week works! Just a heads-up—spots are going fast, and this free engine cleaning deal only runs until Nov 25th. We can book you for [day] if that works?

Customer: Hmm, okay. Let's do [day].

You: Perfect! Just need your phone number, and I'll give you a quick call to confirm your details.

Customer: Alright, my number is [lead phone number].

You: Awesome! You're all set, and we'll take care of everything. Talk to you soon!

3. Interested but Checking Availability or Timing

Customer: This sounds good, but I'll have to see if I'm free before Nov 25th. Can I let you know soon?

You: Of course! Just a heads up—spots are filling up fast, and I'd love for you to get that free engine cleaning. How about I pencil you in for [day] and we can confirm it closer to the date?

Customer: Hmm, okay. Let's do [day].

You: Perfect! Just need your phone number, and I'll give you a quick call to confirm your details.

Customer: Alright, my number is [lead phone number].

You: Awesome! You're all set, and we'll take care of everything. Talk to you soon!

4. Interested but Has Some Hesitation

Customer: AWG 225 sounds like a good deal, but I usually just take it to a car wash. What's different about this?

You: Totally get it! Quick car washes might clean the surface, but they miss the dirt and grime building up in critical areas like your engine. Over time, that can lead to poor performance and costly repairs. A thorough engine cleaning now can help keep your car running smooth and avoid issues later. When would be a good time to get that taken care of for you?

Customer: Hmm, okay. Let's do [day].

You: Perfect! Just need your phone number, and I'll give you a quick call to confirm your details.

Customer: Alright, my number is [lead phone number].

You: Awesome! You're all set, and we'll take care of everything. Talk to you soon!

5. Politely Declining but Appreciative

Customer: Thanks for reaching out! My car is actually in good shape, but I'll keep this in mind."

You: That's good to hear! Keeping your car in good shape is what matters. Whenever you feel it could use a deep clean, send me a message, and I'll take care of it for you. And just a heads up—I'm working on a special offer for the holiday season.

Customer: Thanks! I'll definitely keep you in mind.

You: Have a great day. Take care!

6. How long is this going to take?

Customer: Sounds great, but how long is this going to take?

You: Good question! The full detail usually takes about 2.5 to 3.5 hours, depending on the condition of your car. I'll make sure to work around your schedule to make it as convenient as possible. When would be a good time to come by and get that done for you?

Customer: Yes, that works.

You: Perfect! Just need your phone number, and I'll give you a quick call to confirm the details.

Customer: Alright, my number is [lead phone number].

You: Awesome! You're all set, and we'll take care of everything. Talk to you soon!

Reviews outlines

“Really happy with how my car turned out. Fritszgerald showed up on time and took care of everything right at my place. Great service overall.”

“I usually take my car to a car wash, but this detail was on another level. Fritszgerald got every corner clean. Will be booking again.”

“Smooth experience from start to finish. Fritszgerald was easy to work with, came to my place, and left my car looking great.”

“I don’t normally leave reviews, but the car looks noticeably better. Fritszgerald is thorough and easy to work with.”

“My car looks way better after the detail. Fritszgerald made the whole process easy, and the results speak for themselves.”

“Appreciated the convenience of having it done at home. Fritszgerald’s work made a real difference—car looks refreshed.”

“Noticeably cleaner and fresher, especially inside. Fritszgerald is detail-oriented and took care of everything I needed.”

“Good experience overall. The car looks fresh, and Fritszgerald’s attention to detail is obvious.”

“Convenient, reliable, and made a visible difference. The whole at-home setup worked perfectly for me.”

“Great job on the detail. My car looks polished, and the at-home service made it super convenient.”

Customer: I'm interested in the \$68 detailing offer. How do I book?

You: Hey! Great to hear you're interested! I'd love to get your car looking amazing. You can let me know a time that works for you, or you can use this link to book directly on my calendar: **[Calendly link]**.

Customer: How about next week?

You: Next week works! Just a heads-up—we're getting booked quickly, and the \$68 rate is only available until November 15th. Feel free to use this link to reserve a spot before it fills up: **[Calendly link]**. Or, I can put you down for **[day]** if that's easier!

Customer: That sounds good. Let's do it.

You: Perfect! You're all set, and I'll handle everything. Looking forward to making your car look its best!

Or

Customer book through Calendly:

You: Perfect, I see your appointment is confirmed! You're all set, and I'll handle everything. Excited to get your car looking sharp!

Or

Customer: Can you come by this Saturday?"

You: Absolutely! Saturday works. Let me just confirm that time, and you're all set!

For Hesitant People

Customer: I'm interested, but I'm not sure if I really need it right now.

You: Totally understand! A lot of my clients feel that way initially, but keeping your car looking fresh can make a big difference, especially in real estate where first impressions count. Plus, the \$150 rate is a great deal, and it's only available until November 6th. You can use this link to reserve a spot before it fills up: **[Calendly link]**."

Customer: Hmm, I'll think about it. Maybe next week.

You: Sounds good! Just a quick heads-up—we're getting booked up fast, so if you'd like, I can hold a spot for you on **[day]** just in case. Would that work for now?

Customer: Okay, let's do that.

You: Great! I'll put you down for **[day]**, and we can adjust if needed. Excited to get your car looking sharp!"

or

Customer: Can you come by this Saturday?"

You: Absolutely! Saturday works. I'll bring everything needed and come to you, so it's all taken care of. Let me just confirm that time, and you're all set!