

Questions they would ask

- Can I work with you? / Can I trust you?
- What is passive architecture?
- Isn't it something that will make the project more complex?

- Collage showing the dream state
 - Headline (Dream state + tease mechanism)
- Reveal part of mechanisms + Handle obj about mechanisms + tease process

- Why should I work with you?
- How will you apply this to my project?
- How I can benefit from you? (they wouldn't ask this directly but they would think this)

- "Why choose us" part → dream state bullets + objection handling (credibility, process, experience)
 - Step-by-step process (reduce uncertainty)
 - Guarantees





Effortless Building for Higher Returns with Passive Architecture

Streamline Your Architectural Planning and Project Management.

<Button "Contact With Ohna">

“But... What Actually Is Passive Architecture?”

Passive architecture is an internationally recognized building standard focused on low energy consumption and high indoor comfort. These standards are much stricter than typical building requirements.

Reading this might make you think that passive architecture complicates the whole process, increasing the project budget and leading to impractical results and that you can only apply this in tiny houses.

But this couldn't be further from the truth.

- You'll get a space where natural environmental conditions work in harmony to create comfort.
- You'll benefit from a streamlined process that optimizes your budget and effort.
- The end result will be a masterpiece of efficiency, comfort, and sustainability.

Passive architecture makes your projects more efficient and comfortable, creating attractive spaces that fit the local culture. Plus, it significantly lowers long-term maintenance costs. All this settled to enhance the building's value.

This standard is also backed by the PasivHaus Institute which is recognized worldwide.

Why Ohna is the Architect **You Can Trust**

Proven Project Success

We have drawn and managed over 17 projects since starting in 2017. From family homes to cooperative enterprises throughout Spain.

All Legalities Sorted Out

We handle all requirements, like urban planning licenses and building permits, saving you time and minimizing costs and disruptions.

Clear Communication

Your project's success depends on clear and consistent communication. We prioritize face-to-face convo to avoid any incomplete information or delayed decision-making.

We Design As You Expand

No hidden costs or information gaps. We take care of the design and construction management, leaving you free to focus on refining your investment strategy.

How We Turn (Your) Concepts Into Outstanding Buildings

1. The fastest approach to your start-up

We will meet in person and discuss your project's ideas and needs. Every idea, wish and need you may have will be discussed in person. Then, we will focus on the budget range to ensure your project is realistic and in line with your financial expectations.



2. Get as many Pre-Projects as you want

After we have all the information for a solid construction, we can move on to put the main ideas into reality through sketches, images and references. We won't get to the next stage unless you are satisfied with it.

3. Bidding and construction

You won't need to take on the hassle of looking and negotiating with construction companies alone, we've got your back.

Plus, we will make supervision 3 times a week during the whole construction process to ensure that everything goes your way.



Take a look at how this plan will boost your whole project?

- Unlimited project drafts at no additional cost.
- Each building will be certified by the renowned PassivHaus Institute, ensuring an increase in its value.
- Our insurance covers expenses up to €750,000 per claim.

<Button "kickstart your most profitable project">

Ohna's Featured Projects

[<View all projects>](#)

Constructing A Building Doesn't Need To Be Complicated

Creating stunning spaces shouldn't be stressful or overwhelming. We will cut your project down into simple steps, using passive building techniques that integrate the building to the location, climate, and passing of time.

And only a professional can draw these types of designs. And that's why we have one of the **top architects** with **PassivHaus accreditation** in Spain. His work has also been recognized with several awards including... and he's also appeared in...



<Button "Contact Ohna">

What Our Client's Says

I'm sure you feel like finding a good architect is like jumping into the pool.

- You don't know if it's hot or cold.
- You don't know if it will cover your head or just your knees.

Because you don't know if the architect will truly understand your vision, stay within budget, or deliver on time.

All those uncertainties disappear with us, leaving you confident and assured every step of the way.

Look at what our previous clients said.

▪
▪
▪

The Secret to Profitable Architecture

We understand you don't want to take on the hassle of potential mistakes, additional costs or poor designs.

And that's the reason why we won't take a lot of clients at the same time. We want to focus only on a few projects to make sure you get out the door satisfied with what's been delivered.

Since a project could last months or even years... We aren't sure when we will be available to accept more projects.

Are you ready to get started now and avoid losing this opportunity?

Or will you wait for another business to take your place?

<Button "Get Started Now">

<Credibility banner>

Type of business

Architecture business in Spain

Business objective

Convert first-time website visitors into leads

Tested?

No, I sent it to my client and got some feedback on it. He basically said that he wanted the website to be focused more to commercial clients than families because these projects pay more.

Winner's Writing Process

****1. Who am I talking to?****

<detail about the avatar>

I am talking to Development companies (can be only development or development + construction firms) who want to construct or reform a building to obtain benefit later.

They could be in any part of Spain. They have a disposal income to use this kind of service but they will look for the best deal (lowest investment possible (both in money and sacrifice)).

They have looked at other different companies. They are very skeptical about which company to hire because they want the best deal possible, making them the most benefit possible.

https://ranking-empresas.eleconomista.es/ranking_empresas_nacional.html?qSectorNorm=8130

Market research template

What kind of people are we talking to?

- *Men or Women?*

Companies (men)

- *Approximate Age range?*

35 - 50 years of age

- *Occupation?*

High position

- *Income level?*

The whole enterprise would make 15M/year

- *Geographical location?*

Cantabria/Asturias/Madrid, Spain.

Painful Current State

- *What are they afraid of?*

They are afraid of not finding a compelling architect to work with.

They are afraid of working with a bad architect and everything going wrong

They are afraid of having to spend more time and money than necessary.

They are afraid of having to spend more of their time with all the legal stuff (doesn't need to be a complicated process but it's a pain in the ass)

They are afraid of not being able to sell the building once it's built

- *What are they angry about? Who are they angry at?*

They are angry at all the complicated processes they have to go through
They are angry about all the legal regulations they have to follow to build their building

- *What are their top daily frustrations?*

- Look for a profitable architect who will design their building.
- The stress of handling all the decisions, paperwork and dealing with any issues the company runs into + dealing with the project
- Unexpected issues
- Having projects that don't sell

- *What are they embarrassed about?*

.

- *How does dealing with their problems make them feel about themselves?*

They feel frustrated, embarrassed, stressed, overwhelmed, unsure about how the process is going to be, doubtful about whether this is going to work. Worried about the % of success of the project.

Felt rather let down and out of pocket

- *If they were to describe their problems and frustrations to a friend over dinner, what would they say?*

We have this land available and we want to construct a residential building. We haven't started the project yet because our current architect doesn't have the time for it. So we need to find another architect who can guide the project, but it's soooo difficult to find a good one. I've talked to several but they don't seem committed enough to my project. It's not like they are incompetent, but their fees are pretty high compared with the outcome they can bring, which leads to a decrease in the benefit we will get from this project.

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?

The construction of the building has just finished. It is just as he imagined it would be. Now they have more space to hire more staff, up-to-date gadgets and a nice modern place to work in.

- Who do they want to impress?

They want to impress whoever comes to the office (friends, family members, neighbors...) and their customers.

- How would they feel about themselves if they were living in their dream state?

They would feel happy, proud of themselves and enthusiastic about the future to come.

- What do they secretly desire most?

Upscale their business to get more money.

- If they were to describe their dreams and desires to a friend over dinner, what would they say?

Man, Building this new office will set a new base on the company. Just imagine, being at the top and competing with those firms we've been seeing since we were kids. It would be awesome. I could hire more staff, delegate more responsibilities and focus more on thinking ways to innovate the company. I can't wait to finish the project.

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?

They are very busy but they want to make this project happen. They need to find the best architect they can with the budget available. They know it will be a tedious process and with very few mistakes, everything can go wrong, having to spend more money and more time. They also don't want to involve themselves in the construction process but want to receive constant updates on it.

- Have they tried to solve the problem before and failed? Why do they think they failed in the past?

They have looked at some architects in the past but they weren't convinced at all. They think this part of the process is like jumping into the pool without knowing the depth.

- How do they evaluate and decide if a solution is going to work or not?

They evaluate it by the reviews the business has, the process they go through to identify what the client needs, they evaluate how the whole process looks like, the budget and the architect itself.

Mental connections/associated traits about a good architect:

- Interaction they have with them → An extrovert open-minded guy with good intentions and passion with his job.
- Experiences: A person that seems to know what the hell he's talking about
- "Elegirlos a ellos fue una decisión basada en la impresión que te dan al hablar, en el fondo no tienes suficientes elementos de decisión al principio, elegir es tirarse a la piscina."
- Hear them → An architect who will hear them and build all their requirements.
- The cost → either if it's low or high, it will be a downfall because you either are perceived as cheap low-quality or a scam

<https://www.proyectandoelcambio.com/elegir-a-un-arquitecto/>

<https://www.cosasdearquitectos.com/2014/04/10-requisitos-de-un-buen-arquitecto/>

<https://researchitects.com/architect-testimonials/>

- *What character traits do they value in themselves and others?*

Organized, strict with timetables, professional, hard-working, committed.

- *What character traits do they despise in themselves and others?*

Unexpected changes, overbudget, unprofessional, lazy, excuses instead of solutions, people/firms flaunting about their reputation, disrespectful behavior, people who don't stick to their word..

- *What trends in the market are they aware of? What do they think about these trends?*

They are becoming aware of passive house buildings which can make them more cost-efficient while increasing the value of the building itself.

Avatar

Names: John

Ages: 42

Income: around 50.000 €/month

Physical appearance:

- Height and Build: 6'0" tall with a moderately muscular build, a result of his weekend cycling and occasional gym workouts.
- Hair and Eyes: He has short, slightly graying hair and blue eyes.
- Style: His style is more classic and practical. He usually wears business-casual attire during his leisure activities—think chinos and button-up shirts—and switches to a business suit during work hours. On weekends he wears comfortable polos and jeans.
- Additional Details: He has a kind, yet focused expression and his demeanor exude confidence and reliability.

Mental Appearance:

- Personality: He is practical and hardworking, often focused on providing for his family and ensuring their well-being. He values efficiency and reliability.
- Concerns: He is wary of the construction process, fearing unexpected complications and costs. John is skeptical about finding a trustworthy architect who can handle everything professionally.
- Desires: John wants a hassle-free experience where he can trust the experts to handle the details.

A Day in Their Lives:

- 6:30 AM: John wakes up early and goes for a run around their neighborhood. He enjoys the quiet time to clear his head before the day begins.
- 7:30 AM: He and the family have breakfast together. They discuss their plans for the day John reads the news on his tablet, occasionally discussing current events with his wife.
- 8:30 AM: John leaves for work, where he holds a CEO position (or a similar one) at a tech company. His day is filled with meetings and project oversight, requiring his full attention and strategic thinking. Today he and his team had the task of looking for an architect that can help them build a new office in the city.
- 5:00 PM John finishes work and heads to the gym for a quick workout, helping him unwind after a busy day.
- 6:30 PM: The family reconvenes at home for dinner. They discuss their day and future plans.
- 8:30 PM: His wife reads to the kids before bedtime, while John goes over the couch and rests.
- 9:00 PM: With the kids asleep, John and his wife relax in the living room, perhaps watching a TV show or talking about how was their day. They both feel excited yet cautious about the journey ahead, wanting to ensure they make the right choices.
- 10:30 PM: He heads to bed, feeling a mix of anticipation and apprehension about the construction process. They know they need to find an architect who can understand their vision, alleviate their fears, and deliver the perfect home for their family.

****2. Where are they at now?****

<where they are in the funnel, market awareness level, stage of sophistication, current state, dream state, all 3 levels>

They are actively looking for an architect to construct commercial buildings, apartments or offices. They have found our website and they are looking at our home page.

Maslow's hierarchy of needs

Self-actualization: scale up to a new personalized life.

Esteem:

- Status.
- Recognition.
- Self-esteem.

Level of Awareness (Level 3)

Problem:

They want to construct a building to sell it later but their architect isn't available.

Solution:

They know the solution is to look for a new architect.

(Will dive more into the current state-dream state part)

Level of sophistication (Level 5)

They are tired of everything. Look out for new mechanisms, experiences and identity plays (mainly experiences since the clients want a simple process that can fulfill all the requirements).

Most headlines in top players (If they have one) are very simple and the majority of them use subtle identity plays.

What Identity plays I will use?

- Commitment - This is for people who are serious about getting the most out of the project. We can only focus on a few projects so we don't have time for those who don't really want to
- The man - Are they the man who will take their business to the next level? (link back to commitment)

What Experience plays I will use?

- Low risk - I will reduce the risk by explaining how the whole process will be
- Excitement - Each checkpoint checked will make our goal nearer → less time to reach the dream outcome
- The experience of looking at the finished project and get a lot of calls of people to buy it.

Current State

They want to build big buildings (hotels, apartments, villas, commercial buildings...).

They are looking for an architect who can help them with the design and construction management.

Mentally:

- a. Crave for more benefits.
- b. Stressed from work.

- c. Dealing with what to do next to propel their business forward.
- d. Fearful of the process/bad work.
- e. Looking out of touch or outdated.

Dream State

They want to get a great building which can be sold for big moneybags and get a lot of profit.

Need → get a lot of money

Process: all the process goes fast and smooth without any inconvenience or extra cost. All the legal stuff is handled by the architect team plus finding a construction company and the construction management.

They will be involved in the project the least possible so they can focus on their other projects.

There was no messing about and I didn't need to chase them.

From the moment I contacted them, I have felt well looked after.

I have never felt pressured to accept their thoughts nor, conversely, have I felt that I have caused too much difficulty to them, even when it meant further delays and costs.

he was polite, professional and prompt with the whole design process.

He fully understood my vision and proposed his own options and ideas.

He maximize the space and scope of the property.

his team was very flexible to the many changes (some last minute) that we had them make to our home design.

Made the process easy and low-stress.

Our project came in on time and on budget, two things that have never happened to us with a renovation project before.

The result has transformed how we live in our house and there's never anything we wish we thought of in hindsight.

Design, permitting, digging, and underpinning were stress-free because Steve was in charge.

having someone specialist in their field hear your thoughts, then translate them into design ideas, and offer feedback and improvements through their own experiences, is exactly why you need a team like PC Architects.

- a. Mirror of what they see in the pictures of the web page.
- b. Want aesthetics that matched the aesthetics of the tribe.
- c. It is a showstopper and everyone loves it.
- d. It is energy-optimized so they spend less on heating, air conditioning, or light which increases the value of the building → Unique mechanism.

Roadblock

They don't have an architect to design and manage their project

Solution

Hire a new architect.

Product

Us. An architect who will help design the building and guide the construction process to make sure everything is set up correctly. They have a general idea of how they want their outcome to be in their mind (mainly the style).

3 levels

**Pain* - 7-9 (threshold → 8)*

They have mid-high pain because they are in a stage where they are actively looking to solve their issue and want to solve it fast.

**Belief* - low-medium (threshold → 7)*

They have a low-medium desire because every architect solves the same issue so they will focus on the architect who can bring the most value for a coherent price.

**Trust* - Really low (threshold → 9)*

This would be the lowest of the levels because they don't know us, they will be on guard every time (very skeptical about the unknown). The social proof, reviews and how they show to the clients will ease the increase of this level.

*If that firm already had an architect and this couldn't work on the project (for any circumstances) they would be pissed off because they have to look for a new one

Pains

1. Deal with all the legal stuff:

Although doing this is quite easy due to their experience, it is a pain in the ass to look at all this + the new laws and requirements the project needs to have

2. Implication

These types of projects require constant updates and revisions, so they would need to be the most active person in the project subtracting their time to do their business.

3. risk of failure

As in each project, there's a lot of money involved, and each mistake or inconvenience will lead to additional costs and sacrifices (time).

Questions they would ask

- Can I work with you? / Can I trust you?
- What is passive architecture?
- Isn't it something that will make the project more complex?

- Collage showing the dream state
 - Headline (Dream state + tease mechanism)
- Reveal part of mechanisms + Handle obj about mechanisms + tease process

- Why should I work with you?
- How will you apply this to my project?
- How I can benefit from you? (they wouldn't ask this directly but they would think this)

- "Why choose us" part → dream state bullets + objection handling (credibility, process, experience)
 - Step-by-step process (reduce uncertainty)
 - Guarantees

Main desire

They main desire is to get more money. So they need to construct a building fast and efficiently which can give them the most benefit possible. This desire leads to the desire to make all the processes easy, not stressful and fast.

And to accomplish aaaaaaaaaaalllllllllll this, you need a good reliable architect (a mechanism).

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

<list out all desired actions for the reader to take>

1. Keep them on the website
2. Consume content
 - a. Boost trust in company
 - b. Boost belief in idea
 - c. Connect with their current desire
3. Ask for an appointment

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

<List the outline of what tactics and elements the top player used to take the reader from where they were at the beginning to the final objective

1. Stay on the page
 - a. Collage of images → dream state
 - b. Dynamic loading bar
 - c. Clean simple design
 - d. Stamp” of credibility
 - e. Tease mechanism
2. Consume page content

- a. Reveal mechanism and create curiosity about how (experience)
- b. Step-by-step process to lower uncertainty
- c. Classic level 3 play. DREAM OUTCOME + Why we are better (Experience stage 5 play)
- d. Crank outside credibility factors → accreditation + contest
- e. Quick qualification of the customer.
- f. CTA (two-way close) → Get an appointment.

Why us?

- Buying Experience (through the lens of what the customer cares about)
- Highlight unique mechanisms linked to outcome.
- Credibility boost via number of projects/customers
- Subtly handle objections

Process

- Explanation of every step of the process
- Lower risk
- Solve unknowns

Show dream state

- Project portfolio dump

Crank credibility

- Outside cred (awards, contest won, certifications...)
- PassivHouse certificate Icon and association (money shot)

3. Ask for an appointment

CTA section

- Full experience play + qualification
- Two-Way close
- CTA BUTTON
- Credibility banner

Customer Language

At the beginning, choosing is like jumping into the pool.

We were guided not to do anything from our lack of knowledge.

For me, it had to be a dialogue with an expert who knew how to listen.

The new house is a home with lots of natural light, open spaces, making the most of every square metre and great functionality, giving special value to the social area of the house.

They are specialists in transforming their clients' ideas into reality.

The project and construction of a house is a complex process and there is nothing better than being accompanied by a professional.

An architectural firm that defines every detail of the project to the maximum.

we were encouraged by the good reviews

YET, what you must realize is that you're putting a team together, and at the very least you're going to need someone to draft the plans, someone to engineer them, someone to build them and in some cases, a designer to help with the look and pick out materials. Your project is only going to be as strong as the team you put together.

they offer unbeatable support during the construction phase.

we ended up saving money by using a specialised company and not leaving everything in the hands of a construction company that looks after its own interests.

From the very beginning I knew I wanted a passive house.

It seemed like they were more interested in flaunting their reputation than delivering quality work.

We talked to a lot of studios but with them we felt that we were people first and foremost rather than clients.

be the driving force in designing our dream home.

We called around a few organisations but felt a sense of trust with [name]

La cantidad de cosas que hay que definir, decidir, y mirar es bestial.

Si se siguen los siguientes pasos se puede uno ahorrar muchísimo tiempo, dinero y disgustos:

- arquitecto que colabore, realista y que ayude con los materiales. Que proponga cosas.

en este mundo de la construcción hay mucho pirata y sinvergüenza y como dice Nibelungo mejor contratar alguien que vaya haciendo casita a casita

te van a robar, y van a vagar todo lo que puedan. Es mejor que te tengan miedo a que te tengan confianza.

Keywords

Arquitectos - 6.6K volume.
Arquitecto - 9.9K
Architect - 2.9K
Arquitectos Cantabria - 320

Notes

For market research

- Bring desires to reality
- Look at laws about the construction process
- Find Specific customer language
- The problem of looking to expand their company

Notes

- Things to add/change:
- Add a proper CTA
- Add USP in sub-head → tease passive architecture
- Change “the ohna experience” headline
-

Objective: __Book an appointment with my client__ (ex: click on email CTA to buy X thing)

"To accomplish this objective I must do the following..."

A. Use **getting an easy no-risk process that leads to amazing results** dream outcome in my first disrupt line because I found during research that this desire was the biggest/most repeated. I am going to incorporate all 4 elements of the Value Equation in this first line for max effect.

My client's product/course/program ***maximizes the likelihood of achievement*** because __he is certified by a prestigious institute that accredits the design of good-looking energy-efficient buildings__.

My client's product/course/program ***maximizes the dream state*** because __we provide a step-by-step plan that is easy, simple and lowers the amount of effort they need to put into the process__.

My client's product/course/program ***minimizes time to get the desired outcome*** because __as we are a small company (yet) we focus only in a few projects at the same time so we will have more time to spend on them and the more focus we bring the faster the result__.

My client's product/course/program ***minimizes effort and sacrifice*** because __we help them with all the legal processes plus the selection of a building company (we assist the whole process plus the construction management)__.

B. Call out my avatar's biggest roadblock and make the limitations find a trustworthy firm, too much work (project and their actual work), and outside inconvenience (family/romantic relationships, meeting with friends...) sound so easy to overcome by saying finding a trustworthy limitation isn't real because of __explain how the process if going to be eliminating any kind of objection or unknown they may have while backing it up with social proof aka testimonials__. I'm going to say being busy

limitation is actually easy to shake because of __you only need to explain that we only work with few people to get the most out of each project__.

C. The avatar has looked at many other architects the past and said that they are unprofessional, have bad organization, A, B, and C negative things about them. To handle these objections and sound unique, I'm going to make my client's program/course/sound unique by saying _____.

and so on

- What outcome can this offer that they would give up anything for?
The outcome of scaling their business and earning more money
- What is the core purpose of this copy?
The core purpose of this copy is to make the reader book a consultation with my client
- Who am I talking to?
I am talking to business owners/ a person highly positioned in the enterprise
- Where are they now?
They are looking in Google at some architect webpages to hire one
- Where do I want them to go?
I want them to stay in our website and book a call with my client
- What do they need to experience to get there?
They need to stay on the website, they need to engage with the content (better backward; the content needs to engage with them), then need to perceive us as a trustworthy company and decide to hire our services → book a call
- How can I create these experiences?
I can create them by talking about THEIR benefit, THEIR outcome,

I will need to increase their levels of belief and trust (mainly this) by increasing the value according to the value equation (Increasing the

outcome, the % of success and lowering the time to achieve the outcome and the sacrifice they will need to take [Time, money, mind stretches...])

- Where should I position these experiences in my copy?

First of all I should talk about their dream outcome at the beginning so it increases the chances of them staying in the webpage.

Then I would need to start boosting their trust by either increasing the dream outcome or lowering the pains (why they should choose us)

I could link/tease in all this our unique mechanism (passive architecture) and then expand more on it. Why this mechanism is better than the others (sophistication level 4 play).

Throughout my copy I need to use both identity and experience plays

Identity plays will be centered on the seriousness they have on this

Experience plays will be about the journey, I will circle back and talk about the whole process so it lowers the uncertainty of the project and boosts trust in our company.

- How can I make this copy stand out?

I can make this copy stand out by talking about their dream outcome. Most top players have good-looking websites but their copy sucks. They only talk about how distinctive and “cool” their company is without discussing the avatar. So this is a part that I can take advantage of.

I can also focus on my USP because no other company uses it (at least in Cantabria). In this case, I need to first tease it and intensify it later in the copy while linking it to their dream outcome.

Simply taking advantage of the value equation + giving a sense of curiosity throughout my copy so the reader goes up until the end

I will also need to have more CTA buttons on the website

- How can I make this copy extraordinary?

I can make it extraordinary if I crank out two main experience plays: The experience of reading the copy (rollercoaster of emotions)

and the experience of living/imagine the process (V.e.)

- How can I keep my reader reading? (Lists, steps, stories, energy, curiosity, etc.)
I need to create, eliminate and create again curiosity

A rollercoaster of emotions. I need to alternate with pains and desires in the copy while keeping it concise and simple. Perhaps I could do it by creating more sections but this can saturate my reader.

Transmit a sense of trust, companionship and professionalism

The experience in the website should be digestible. It shouldn't be overwhelming and salesy

- What are the W.O.S.'s of my copy?

- Be different

I will be different by using a unique approach than my competitors. They are focusing on leveraging trust by saying how good their company is. ME, I'm going to leverage belief and trust by talking about THEM.

- The fastest way to signal low-value

I will avoid desperation by setting up clear intentions. I will only work with enterprises that are serious about succeeding. Also, I will set up clearly that I'm not going to work with a lot of people at the same time: quality over quantity → scarcity → Value

- Be willing to walk away

I will apply this in my CTA where I say the part of that I will only going to work with certain types of people

- Self-Respect

As I will only work with certain types of people, I will keep my self-respect by having standards and principles.

- Relevance

The whole copy page will be around Them. Meaning I will only talk about what is relevant for them using the WIIFM framework and having a reason why I use that sentence

- Demand generates demand

I will leverage social proof to show them that we are capable of getting them results. I will have a specific section on it but I will need to tease it in the whole copy

- Reason why

I will need to explain why they should read the copy and why they should get in touch with us. This will be related to their pains and desires and how I can lower those pains and increase those desires

- Mistery

I must brx1ense of curiosity in every step of the process. In my copy I should tease the next section or go with their thinking process. (eg. they read something and think, “ok, why I should hire you then” and the next part is the “why choose us” part)

- What are the S.W.O.Ts of my copy?
 - Strengths
 - Curiosity
 - Dream State
 - Simplicity
 - Weaknesses
 - Not enough identity plays
 - Lack of specificity
 - Too much talk about “us”
 - Opportunities
 - The audience high desire
 - Build more trust
 - Talk about them → their need
 - Threads
 - Bad SEO
 - Competitors

- How can I say and deliver the same thing with fewer words?
- How can I reduce reader friction?

By talking about them and their specific situation. They need to feel heard.

- How can I deliver the same thing with fewer words?
- Can I use more sensory language?

Yes, I can. Especially in the process part

- How can I paint the stage in the reader's mind more clearly?

By talking about their specific situation combining it with some sensory language and curiosity

- How can I make their comfort zone not enjoyable? Piss in their oasis? See [Dr squatch](#)

Talking about their pain and intensifying it (Use PAS framework). Also, creating a so good dreams state they feel their current state is garbage. Actually telling them that they need this in order to reach higher levels of success.

- How can I add more dopamine spikes to this message/video/process?

Switching from pains to emotions and vice versa. Make a lot of curiosity and experience plays making them submerge in the copy.

Unknowns

- What the audience needs are
 - The need is to construct a building → I need to make that need easier and faster to achieve using the value equation.
- The reason why they need to construct a building
 - Earn more money/scale business/hire more staff/get more resources.
- Objections
 - too expensive
 - trust
 - a lot of time
 - fails
 - Passive building uncertainty
 - bad communication
 - “How a tiny business like you will plan the whole construction of a building.”
- They are reachable (I’ll leave it to later because now they are the ones who are looking for an architect)
- They are actively looking for an architect (maybe the first go with their contacts).
- How a tiny business like Ohna will plan the whole construction of a building.
- PassivHaus awareness
 - In the sales call he said that people are aware that they want a passive house but we were mostly talking about family homes so I’m not 100% sure about companies
- I did the 21 questions framework correctly
 - I hadn’t even done them
- Apart from passive architecture, what make us different
- What is the offer he wants to present
- Where my target audience gathers

- What are their frustrations
 - What type of enterprise want to construct a building
-
- Wouldn't they have already an architect hired for their projects?

Assumptions

- My client want to reach this type of audience
- There are high companies in Cantabria and Madrid who want to construct a building
- What they want is what we can provide
- They want a passive house building