

I updated the copy based on Captain Charlie's advice.

Pains:

- The presence of cockroaches makes her feel disgusted
- The thought of cockroaches ruining her food makes her gag

$$\vdots$$

- She fears someone coming uninvited and seeing the cockroaches.
- Where Are They At Right Now(emotionally, physically, problems and dreams)?
- Where is she in the funnel:
- She is looking for a reliable pest control company to get rid of her cockroaches. She searched on Google for "pest control near me" and clicked on this website.
- The main emotions she feels are:

- Frustration and helplessness
- Shame and embarrassment
- Isolation and loneliness

Desires:

- Dreaming of a home without cockroach chaos, where everything stays squeaky clean.
- Wishing for a kitchen filled with tasty meals, untouched by pesky roaches.
- Longing for carefree showers and peaceful sleep, minus the creepy-crawly worries.
- Dreaming of a day without dodging roaches, just relaxing without the pest parade.

- She is hoping for a healthy
- Dreaming of a tidy home w
- Dreaming of a shame-free

- Imagine social gatherings with
- ## What Do I Want Them
- ant them to fully trust this company
- er gaining their trust, I want them

4. What

2. Believe that this is the company that can take care of their cockroaches.
 3. Visualize what will happen if they don't do anything or visualize the relief of taking care of their cockroaches.
 4. Believe the company is professional.
 5. Amplify their pain/desire to learn more or do the CTA.
- roadblocks and Solutions:**
- ADBLOCK**

what to do to get rid of the pests.

What most pes
reader that we

tailored solution.

Note: Biggest reasons why people don't hire pest control companies:

- They don't trust the company.

- They think their solution won't work
- They think the pesticide will harm their family

- Skepticism about effectiveness: Some people might doubt the long-term effectiveness of pest control, believing that the pests will simply return after the initial treatment.
 - Hesitation to admit the problem
 - Negative past experiences
- ## Best Guess Where To Improve.
- My copy lacks the emotions to amplify their pains/desires. How to fix: While writing I was in a mundane state, if I change that the copy will change. Any tips for how to do this better would be appreciated.

the GET RID OF THEM button. Example:

- The flow. I can achieve better flow if I rearrange the order of my website components.
- Design and Images. This is my first time designing a webpage, so I'm not entirely sure if the color and overall

notes before you start analyzing:

- (Pest) in the headline changes every 5 seconds, so for the first 5 seconds it will be cockroaches, after the 5 seconds passed it will display ants, and so on. The same goes for the (Pest) at the website's footer.
- There are two reasons why I added this feature:
1. Because it's changing, it catches the eye of the reader
 2. It's more personal because the pest in the headline can be the one they are dealing with.
- Now I could add a guarantee and testimonials but the prospect doesn't have any on its website, so I didn't include

 Bug

Do {Pest}

Give You The

Icky Feeling

If They Make You Gag at Sight,
Kick Them Out!

 5555-5555-5555
 FREE Quote



designed for everyone's situation and budget.



for people, including children and pets.



Our General Treatments



Mosquitos

Your backyard vampires, out for a sip.



Cockroaches

Uninvited guests with a PhD in resistance.



Termites

Wood munchers, chewing their way through timber.

[GET RID OF THEM](#)[GET RID OF THEM](#)[GET RID OF THEM](#)

WE DON'T JUST SPRAY!

Introducing **IPAP - Our 4-Step**
Process For Your **Custom**
Pest Removal:

 **Identify** the pest and its cause.

 **Plan & Educate:** We show you the problem and present the solution.

 **Act:** We roll up our sleeves and get to work.



[Learn More](#)

[FREE Quote](#)

Are You Sick Of Pests Crawling Around Your Home?

No matter how much you scrub, swipe, and disinfect after them, the mess remains.

It feels like the pests are mocking at all of your hard work to keep the place tidy.

This never-ending cycle drains the life energy out of you and steals away your precious time.



Only The Best For Your Treatments

We **only** use high-quality products, approved by **NPMA** (National Pest Management Association).
We are committed to **keep your family safe**.

-  Over 30 Years of Experience
-  Family-Owned and Operated
-  Responsible & Sustainable

Take Back Control Over Your Home!



Contact Us,
Call or Email



Schedule
Service



Relax & Watch
Us Do The Work

0 of 350 max words

We respect privacy. Your information is 100% safe with us.

By clicking "Take Control," I give my electronic signature and consent that Bug Barriers Inc. may contact me with offers via the phone number above including by text message, email, newsletter, or pre-recorded message. Consent is not required for purchase. Message & data rates may apply. Promotions are subject to local service pricing and may not apply to some services.

KEEP (PEST) OUT!

5555-5555-5555

We Kick them out
and keep em' out!



Airt Control

Roach Control

Mosquito Control

Wasp Control

Mice Removal

Rat Removal

FAQ

Why Bug Hunters

Our 4-Step Process

Custom Subscription Plans

Contact Us

How to Buy

Careers

Locations We Serve

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about us

how to buy

careers

locations we serve

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FREE Quote



Custom Plans
Tailored treatments designed for every pest's behavior and budget.



100% Safe
Our treatments are safe for people, including children and pets.



Our General Treatments



30+ Years of
experience in pest
control and
termite
treatment

Over 100,000
customers
served

100% Satisfaction
Guarantee

Free
Inspection
and
Quotation

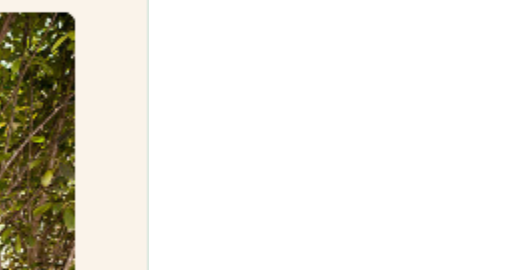
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- Act:** We roll up our sleeves and get
to work.
- Prevent** them from coming back.



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 Over 30 Years of Experience

[illegible]

 Bug Hunters Inc.	Pest Control	Rodent Removal	About Us	Contact Us
Ant Control	Vine Removal	FAC	Contact Us	
Beehive Control	Turf Damage	Why Bug Hunters?	Investing In	
Mosquito Control		Our 4-Step Process	Careers	
Wasp Control		Custom Subcontractor	Adjustment & Service	
		Plans		