

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: electrician

Business Objective: get attention

Funnel: leaflets

WINNER'S WRITING PROCESS

1. Who am I talking to?

- 2. Working normal job 20-70 year old people
- 3. Suffering with Obsolete electric system
- 4. People who doesn't have much money,

5. Where are they now?

- 6. Standing on the street(bus stop)
- 7. Current level
 - a. Pain 5/10, because they think they have to get another loan for renovations, if shit hits the fan
 - b. Belief in the ideas 5/10 they know this will be better for them, but don't really see how and why.
 - c. Belief in the company 1/10 they dont know the company, and never heard of them

8. Current State

- a. Frustration they can't have the washing machine and the dishwasher working at the same time
- b. They don't see that clear in one of the rooms because of the light are fucked
- c. Cannot invite anyone home because of this situation and because they are afraid of what other people will say
- d. Thinking about little renovations, but everything is tied back to the obsolete system

9. What do I want them to do?

- 10. Give their attention to the leaflet, read it all the way down
- 11. Use the service that we provide

10. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- 11. Put the phone down or get their attention on the leaflet and read the ad.
 - a. Feel the need of urgency
 - b. Feel the pain and see the dream state they want
 - c. See the unique opportunity for a good service
 - d. See the discount offer
- 12. Call the number or write to the email, with the intention of buying the service

Draft

You and your family's safety is in trouble!

The rates of the houses got on fire in the last few years show that when new technologies arrive, you want to have them because they are advantages, helpful, and quick

Like a dishwasher. 15 years ago we doesn't have this kinda technology, the smart homes, the AC-s,

But these things also came with a degree or renovations responsibility , because your obsolete electrical system simply just cannot handle it, and it will eventually cause fire, because of the overheat caused by the amperage and voltage needs!

Leaving you in a situation, where if you don't renovate, and still decide to use these new inventions, your house will get on fire

Waving you into big debts to a bank, because the insurance company will say it's your fault, you should've renovated before you started to use new things.

To prevent this bankruptcy situation, we offer you a solution right now!

We will freely check your electrical system, in the 16. District

And give you a Heads up on what is necessary to you, and then if you like us and the decade of experience behind us

We will happily take part in doing it for you after a price offer, specifically designed for you, before a big disaster happens in your comfort zone!

Dont hesitate, your assets in danger

Call now:06 23 4234242

or write a quick email at: ahfnna@gmail.com