

Beliefs the reader needs to have to take CTA:

- They believe their land needs an irrigation system to get more abundant crops (avoid drought)
- Need to believe the business will get done a professional job and the materials are of good quality. That they are qualified experts
- Need to believe is an authority in the field (has experience and can provide proof of it)
- Need to believe the business is trusted by others
- Need to believe the business provides good customer service. Adapted to the customer's needs and post-sale service. (personalized)
- They need to believe that they could be producing more product if they install an irrigation system
- They need to believe it is necessary to get this service, to have a performance enhancing system to get more product.
- Need to believe it is necessary to hire a business for this because there are technical, set-up, maintenance issues that escape their knowledge.

Claims

- An irrigation system will help you get more abundant crops
- We are professional, qualified experts, and use quality materials
- We have over 30 years of experience
- We have a long list of satisfied customers with our customer service and with the efficiency of the systems
- It's necessary to have a professional set-up your irrigation system if you want to get the most out of your land potential. You'll run into technical issues during the set-up or will need help with maintenance.

Proof and influence to believe claims:

- An irrigation system will help you get more abundant crops.
Brief explanation: water scarcity and the need to increase crops production has made us develop techniques that help us avoid wasting water and help increase production. This is what a modern irrigation system does. Maybe can show data of the quantity of water used to irrigate a crop with a traditional system and with a modern one. Social proof of people in their area who have increased their production after installing the system.
- We are professional, qualified experts, and use quality materials.
Show the brands that they work with that are recognized in the niche. Show some of the projects, must look professional and work well. Have quantity and quality testimonials talk about it or write on their website. They must recognize the quality and functionality of the project and the competence of the workers
Have a group picture of the the professionals and the administration stuff, the machinery, vehicles the materials, the offices and the storehouse

Show the projects that they have made for the big agricultural producers in the area.
Have pictures or videos of their land with their irrigation system

- We have over 30 years of experience.
Get a credential from some outside source that validates they have been in the business for this long.
Have the clients that have work with them for a long time give proof in their media or their website
- We have a long list of satisfied customers with our customer service and with the efficiency of the systems
Show empathy for each customer. Let the reader understand that they have worked with people in their same tribe and location. They speak a certain way and have common problems. I.e. Water scarcity, need for bigger production, dealing with dishonest businesses who don't have their best interest in mind, sun is very intense and crops trend to get drought if you don't water them properly
Have testimonials of tribe members getting these results
Show the irrigation setups they did for people in a situation similar to theirs
- It's necessary to have a professional set-up your irrigation system if you want to get the most out of your land potential. You'll run into technical issues during the set-up or will need help with maintenance.
Explanation that irrigation systems are constantly going through modernization. Traditional systems waste more water and don't help enhance production as much. (Be more specific with this one. What new techniques vs what old ones? What technical part is difficult for a farmer trying to set-up his own irrigation? And in maintenance? How do they choose the project that's best for each case?)
Show video of their workers setting-up a system and show that it requires technical knowledge and experience to get it done correctly and quickly
Give them a better understanding of the world. Educate their customers by doing the above.