

Who am i talking to?

Homeowners or tenants, property managers, real estate agents, and small business owners

Property managers or landlords

majority men, significant number of women.

Age: 30 to 60

- Income level?

middle-income earners to high-income earners who own or manage properties

- Geographical location?

central Auckland, North Shore, and West Auckland. Suburbs with older properties may also require more renovation and maintenance work.

Where are they now?

Desires: They want a well-designed and functional living or working space.

Pains and Frustrations: Frustrated with the current state of their property, previous contractors, overwhelmed by complexity, concerned about cost.

Feelings and Emotions: Excited about potential, anxious about decision-making, satisfied with successful outcomes.

Beliefs: Investing in property improves quality of life, hiring professionals is crucial, planning and communication are essential.

Road blocks: Finding trustworthy contractors, navigating the construction process, balancing desired outcomes with budget, effectively communicating design preferences.

Solution: read the copy, call us for advice then we gonna take a look at the place and provide the offer like repair or renew.

Objectives:

I want my client to get more clients to call him.

Steps:

First to get their attention, starting the story at peak and then how he got there start the story from its peak and then how he got there , amplify their emotions, offer, demolish their objection and CTA.

Note: this is a summary of market research i have.

My personal analyse:

Weaknesses: Testimonials, before and after of the work, the owner's presence.

This is my latest copy and I have implemented the other lessons into the other copies.

i have been doing copies for my uncle's business, he has a small construction company that includes gib fixing, plastering, painting, he does the gib fixing himself and he offers the other two to his friends or partners and he hasn't got any work for himself, all the calls he gets is about other services.

So now his target audience is not much.

I don't know if to put the objection before the CTA or not.

I need your guidance.

Thanks

Note: this is facebook and HSO copy

What NOT to do if you notice cracks in your plasterboards

Discovering cracks shouldn't cause sleepiness; Read about John, one of my previous clients, to learn how to achieve a perfect, stress-free finish.

One day, when John wakes up and sees his newly installed plasterboards, he feels satisfied with the durable outcome.

How did he get there?

When John noticed cracks in his plasterboards, he became anxious and decided not to deal with uneven repairs and obvious seams by fixing them himself or hiring inexperienced gip fixers. He looked for a skilled company like ours, and we delivered a flawless and smooth finish.

Why us?

With 13 years of experience we deliver high-quality materials, attention to detail, and professional behaviour.

Warning: Call me before January 15th for a discount on your project.

https%3A%2F%2Frumble.com%2Fv467sdo-100-squats.html%3Ffbclid%3DIwAR3QtVzd9sAnYN7s4NLDDGRR6RXlqrUfYuZ7HOQGT1RtJkXU_X4VO_EtHGc&h=AT01Ff05vn-CsszUyGrKgkqwwd_CAshbdNk6EnpmpIVnY7YTdYjpfZwzI5fYg-OF-UqgBUvbsfiTfW-yGJ3J7Avs14HzgSDIXrKj2IcL-eonBISkSm7z54igm4VSAaROe-RXA