

1. Who am I talking to?
 - a. Men and women
 - b. Parents that want to enjoy vacation with their kids
 - c. Salvadoreans Locals
2. Where are they right now?
 - a. They are scrolling through social media
 - b. Laying on their couch or bed after a long day of work
 - c. They are employees looking to spend a great weekend with their family and friends
 - d. Thinking about what to do for vacations
 - e. Current level of desire: 4 (not currently thinking about renting a car)
 - f. Current level of certainty: 7 (They have heard of this service and know is legit)
 - g. Current level of trust in the company: 2 (never heard of my company, but can be very easy to increase the level of trust)
3. What do I want them to do?
 - a. To stop scrolling
 - b. Read my ad
 - c. Feel this is a good idea (increase their level of desire)
 - d. Click the ad (Increase their current level of certainty that this is a good idea for their specific adventure)
 - e. Land on Whatsapp and write to my client and being impatient for an answer(Increase the level of trust in the company)
 - f. Rent a car
4. What do they need to think/ feel/experience to do those things?
 - a. Stop Scrolling
 - i. Have an eye catching creative
 - ii. Call them out with a powerful headline(a headline that calls out their location, their desire or pain)
 - iii. Give them a reason to keep reading and forget all the memes and their people texting them
 - b. Read the ad
 - i. Make it short and sweet
 - ii. Be clear and make it readable
 - c. Feel this is a good idea
 - i. Probably calling out that the vacations are coming
 - ii. Mention that this is the best solution to enjoy a good weekend or week with their loved one
 - iii. Precising that this is a safe option (insurance, gps, reasonable price)
 - iv. Calling out and saying words like comfort, relaxation, vacation, break, etc
 - d. Click the ad
 - i. Give a clear CTA
 - ii. Make it easy for them
 - iii. Sell the interaction(Going for something like: write us and we will show you how easy and fast it is to rent a car with us, without complicated

contracts or small print. Send us a msg and we will give you the information and the price it would cost you).

- e. Write to my client
 - i. Make everything in the whatsapp look safe and clean.
 - ii. Probably have a bio to encourage more action.
 - iii. A template with the message they would send
- f. Rent a car
 - i. Respond quickly
 - ii. Respond with clear and simple information
 - iii. Show them that the process is easy and safe

Current State:

Not really having fun, going home after work, rest, sleep and going back to work the next day. Would love to spend a great time with their families and would love to give them a good time they deserve without breaking the bank, without stress and complications

Roadblocks:

Does Not have a big car, does not have the money, not familiar with these procedures(of renting a car)

Dream State:

Spending a wonderful time with their families, having a happy wife and happy kids. Spending great time without complications and risk free. Going to a trip with their families
Spending a remarkable weekend.

Sophistication:

2.5

Awareness:

3

First DRAFT:

Ready for the vacations? Discover The New Way To Feel Comfortable & Safe Traveling With Your Loved Ones

An economical, comfortable, safe, worry-free and no hidden fees way to travel with your loved ones.

Whether you want to travel to another country or just touring El Salvador, we have the best solution for you.

We offer you different types of vehicles: cars in excellent condition, impeccable cleanliness and 100% insured.

So you don't have to worry about extra payments in case of accidents.

Hundreds of Salvadorans have trusted us to enjoy an incredible and safe vacation.

The process is super easy and fast to rent a vehicle. Just write us on WhatsApp with the dates you want to rent, the type of car, and we will give you the total price.

Yes, it's that easy!

No hassles, small print or hidden payments.

Click on this ad to send us a message.