

Google ads descriptions

1. Who am I talking to now?

- a. Homeowners that want to paint the interior and exterior of their house, ages from 35-65.

2. Where are they at now?

- a. Objections
 - i. Poor/unclear communication between painter and client causes confusion and uncertainty.
 - ii. Afraid that the painters won't do a good job for them.
 - iii. Owner of business isn't responding to calls.
 - iv. Doesn't show up to their appointments.
 - v. "I had several questions and concern with making such a large investment in my home"
- b. Roadblocks
 - i. They don't know what painting business they should choose.
 - ii. They've had negative previous experiences with other painter businesses like poor communication which causes uncertainty and confusion, painters that did a poor job, and some who didn't show up to their appointments.
- c. Solution
 - i. The solution is to contact the painter business to get a free quote.
- d. Current state:
 - i. Annoyed that the inside of their house doesn't have the right colors they would like.
 - ii. They have a desire to have their home painted but are scared it will be a stressful, messy and long process where a lot of things and objects inside their house can break or get spilled paint on.
 - iii. Previous experiences with others painters: Lack of communication leaving them worried if the painters will actually do the job they want them to do.
 - iv. The paint on the exterior of their home is starting to peel and it looks terrible.
 - v.
- e. Dream state
 - i. The interior and exterior of their house finally has the colors they were looking for.
 - ii. Whenever they have people over they always compliment them on how beautiful the new paint on their house looks.
 - iii. They want the job to be quickly done.
 - iv. They want the work and process to be extremely neat.
 - v. They want to impress their neighbors with how nice their home looks.
 - vi. "On time every day, full day of work, so quiet their presence wasn't known easily, excellent attention to detail, extremely neat and orderly"

- vii. "It looks like a brand new house"
- viii. "They are always on time, complete the job on schedule, and leave the place spotless".
- ix. "Professional, reliable, & clean"
- x. They want the job to be done on time, no setbacks or delays.
- xi. "It looks so good and I can't be happier with it as if it was brand new house!"
- xii. They know that if they get a paint job on their exterior, the value of their home will increase.
- f. Awareness level 3 solution aware.
- g. Sophistication stage 5 experience play.
- h. Levels
 - i. Level of desire - 3
 - ii. Level of belief in idea - 10
 - iii. Level of trust in company - 1

3. What do I want them to do?

- a. Google keyword related to their problem.
- b. See the ad
- c. Visit website and get a free quote

4. What do they need to experience/think/feel to do that?

- a. See the ad
 - i. Sees how business will help them reach their dream state.
 - ii. List of services related to their problem.
 - iii. Social proof and credibility boost.
 - iv. Connects product to desire.
 - v. CTA + decrease time delay.
- b. Visit website and get a free quote
 - i. Headline connected to why they're better than every other painting-company.
 - ii. CTA.
 - iii. Credibility boost - 3 year warranty.
 - iv. "Free estimates in 24 hrs" - connected to low time delay from value equation.
 - v. Social proof to increase trust in company.
 - vi. Videos showing how their work is done - handles objections, amplifies desire, boosts trust in idea and company and works as a portfolio.
 - vii. Easy-to-navigate list of services they provide.
 - viii. Shows why their better than every other painting company by doing an experience play.
 - ix. "THE BEST HOUSE GUEST YOU'VE EVER HAD" - CTA to their "about us" page - image-dump of workers to form human to human connection.

- x. Handles objection by offering free guide to help them solve a minor problem. This also increases trust in company and boosts perceived value.
- xi. 3 year warranty to boost credibility + portfolio images to increase desire.
- xii. Blog cta.
- xiii. CTA.

Description 1

Interior, exterior, roof and fence painting. Affordable, fast and hassle-free. Choose the right professional with 12+ years of experience and 250+ happy customers. Check out our reviews and get an instant estimation for free.

Description 2

Expert interior, exterior, roof, and fence painting services. Affordable rates, fast completion, and hassle-free process. With 12+ years of experience and 250+ satisfied clients, Maler Oslo guarantees a neat paint job. Check out our reviews and get a free quote today!

Description 3

Interior, exterior, roof and fence painting. Quick and done on time. Choose Maler Oslo - 12+ years of experience and 250+ happy customers. Check out our reviews and get an estimation for free today!

Description 4

Interior, exterior, roof, and fence painting services. On schedule and no spills or damage guaranteed. Let Maler Oslo make your home feel brand new with over 12 years of experience and 250+ happy clients. See our reviews and request a free quote today!

Norwegian version

Beskrivelse 1

Interiør, eksteriør, tak og gjerde-maling. Rimelig og rask. 12+ års erfaring og 250+ fornøyde kunder. Få en gratis befaring i dag!

Beskrivelse 2

Ekspert maler av interiør, eksteriør, tak og gjerder. Rimelige priser, rask gjennomføring og problemfri prosess. Med 12+ års erfaring og 250+ fornøyde kunder, garanterer Maler Oslo en pen malingsjobb. Sjekk våre anmeldelser og få gratis befaring i dag!

Beskrivelse 3

Interiør, eksteriør, tak og gjerde-maling. Rask og ferdig innenfor tidsrammen. Velg Maler Oslo - 12+ års erfaring og 250+ fornøyde kunder. Sjekk ut våre anmeldelser og få gratis befaring i dag!

Beskrivelse 4

Maling av interiør, eksteriør, tak og gjerde. Innenfor tidsrammen og ingen søl eller skade garantert. La Maler Oslo få hjemmet ditt til å føles helt nytt med over 12 års erfaring og 250+ fornøyde kunder. Se våre anmeldelser og få et gratis estimat i dag!

Kortere versjoner

Beskrivelse 1

Interiør, eksteriør, tak og gjerde-maling. 12+ års erfaring. Få gratis befaring!

Beskrivelse 2

Med 250+ fornøyde kunder, garanterer Maler Oslo en pen malingsjobb. Få gratis befaring!

Beskrivelse 3

Øk verdien av hjemmet ditt med eksteriørmaling. Gratis befaring i dag!

Beskrivelse 4

Maling av interiør, eksteriør, tak og gjerde. 12+ års erfaring. Få gratis befaring!

