

Discovery Project for RCS Autospa

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1. Executive Summary

Business Objective:

RCS Autospa aims to expand its brand presence, increase leads, and drive more foot traffic and bookings through a stronger online and social media strategy. With aspirations to become a premium lifestyle brand rather than just a car service, RCS Autospa is focused on attracting car enthusiasts and high-value clients who prioritize quality car care and detailing.

Background:

Originally started as a home-based service, RCS Autospa is now a formal auto spa led by a passionate car and bike enthusiast. The owner's background in vehicle modifications and the auto show scene has shaped a unique brand perspective that combines technical expertise with a deep understanding of car culture. RCS Autospa's clientele mainly consists of Malay and Chinese males aged 20-40, particularly car enthusiasts in Kuala Lumpur's Cheras area. The business currently relies on social media and word-of-mouth referrals for lead generation but faces challenges with limited brand exposure and low conversion rates.

Key Challenges:

- **Limited Brand Awareness:** The business operates in a lesser-known area, reducing visibility and foot traffic.
- **Inconsistent Lead Generation:** Ads in the past reached about 4,000 people, but converting those impressions into customers has been difficult due to a lack of strategic ad targeting.
- **Credibility and Trust Issues:** As a new brand, potential customers may doubt the quality and consistency of service, particularly for high-value services like ceramic coating and detailing.

Project Scope:

This discovery project will identify and address key areas to improve RCS Autospa's online presence, strengthen credibility, and create a targeted social media strategy aimed at driving quality leads. Deliverables will include competitor analysis, content and messaging recommendations, and strategic steps to optimize ad targeting for better engagement and conversions.

2. Goals and Objectives

Short-Term Goals:

- **Increase Daily Bookings:** Drive immediate leads through targeted social media ads with a goal of securing at least one polish per day.

- **Enhance Brand Awareness:** Reach a larger, more targeted audience in the Kuala Lumpur area, with a specific focus on Cheras and surrounding neighborhoods.
- **Optimize Ad Performance:** Improve ad targeting and effectiveness to generate high-quality leads with higher conversion potential.

Long-Term Goals:

- **Build a Premium Brand Identity:** Position RCS Autospa as a lifestyle brand for car enthusiasts, emphasizing the quality, durability, and professionalism of its services.
 - **Expand Service Offerings:** Diversify into additional high-value services like car wrapping and modifications to appeal to car enthusiasts.
 - **Establish a Loyal Customer Base:** Develop strategies for customer loyalty and retention, such as a rewards program, to increase repeat business and client retention.
 - **Achieve Monthly Revenue Goal:** Grow monthly revenue to 25-30K MYR by attracting 60 coating clients per month and converting more leads into long-term customers.
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3. Target Audience Insights

Demographics:

- **Age:** Primarily 20-40 years old
- **Gender:** Predominantly male
- **Ethnicity:** Malay and Chinese
- **Location:** Cheras and surrounding areas in Kuala Lumpur
- **Language:** Malay and English

Psychographics and Key Motivations:

- **Car Enthusiasts and New Car Owners:** These individuals take pride in maintaining their vehicles and view detailing as essential to preserving both the appearance and value of their cars.
- **Desire for Premium, Long-Lasting Solutions:** This audience prefers high-quality car care services that deliver durability and reduce the frequency of maintenance.
- **Busy Professionals Seeking Convenience:** Many target customers have busy schedules and prefer services that offer convenience, such as mobile detailing or pickup and delivery options.
- **Social Validation and Image:** Maintaining a clean, well-kept car is a source of pride and confidence. Cleanliness, shine, and quality are important for self-esteem and social situations.

Pain Points:

- **Frequent Dirt Accumulation:** Kuala Lumpur's dusty environment and busy roads mean cars get dirty quickly, and many feel frustrated by how short-lived basic car washes are.

- **Lack of Time for Maintenance:** Many customers struggle to fit regular car maintenance into their schedules, leading to procrastination and guilt about not taking care of their vehicle.
- **Concerns Over Service Quality:** Customers are wary of carwashes that offer limited cleaning and don't deliver consistent quality. They want a provider they can trust, with visible proof of quality.
- **Skepticism About High-Cost Services:** Potential customers often question whether premium services like ceramic coating are worth the investment. They need reassurance that RCS Autospa offers durable, quality solutions that match the price point.

Key Audience Desires:

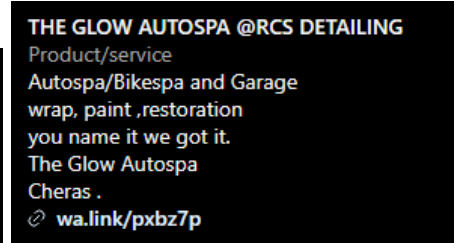
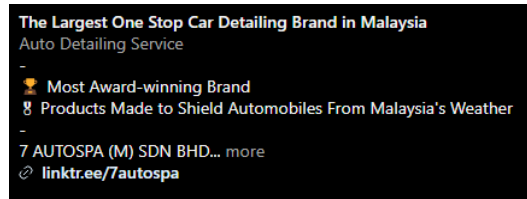
- **Long-Term Cleanliness and Protection:** The ideal service keeps vehicles clean and protected over time, reducing the frequency and hassle of regular washes.
- **Clear, Transparent Communication:** Customers appreciate straightforward pricing and transparent communication about what each service includes and how it benefits their vehicle.
- **Additional Value:** From a clean waiting area to extra perks like loyalty programs, customers value businesses that go beyond basic service expectations.

By targeting this audience with clear, value-focused messaging and trust-building tactics, RCS Autospa can better address the needs and motivations of high-potential customers, drive engagement, and position itself as a reliable, premium brand in the car care industry.

4. Current copy/asset analysis

- a. No landing page
 - i. Website from top player increases a customer's trust in the brand and belief in the solution
 - ii. Ability to showcase the before and after pictures to further ignite trust, belief and desire
 - iii. Great platform for customer testimonials
 - iv. A lot more options for the customer to browse through before deciding to CTA
 - v. Increases credibility of the business
 - vi. Goals
 1. **Homepage:** Does it clearly state what RCS Autospa does, who it serves, and the benefits? Are there visuals that show the quality of their work? Is it easy to find contact information?
 2. **Services Page:** Does each service description highlight key benefits and features? Are prices clear, or does the page explain the value of premium services like ceramic coating?
 3. **About Page:** Does this page build a connection with the audience by sharing the founder's background and passion for car detailing? This can be a great trust signal.
- b. Instagram - bio

i.



Brand Positioning and Authority

- **Top Player (Left Bio):** “The Largest One Stop Car Detailing Brand in Malaysia.”
 - This statement is powerful and authoritative. It positions them as a market leader and establishes credibility by emphasizing their size and comprehensive service.
- **Client (Right Bio):** “THE GLOW AUTOSPA @RCS DETAILING.”
 - This lacks a strong positioning statement. Simply naming the brand doesn’t tell potential customers why they should choose this service or what makes it special. Adding a unique value statement would help set it apart.

Awards and Trust Indicators

- **Top Player:** “Most Award-winning Brand.”
 - By highlighting awards, the top player immediately builds trust and suggests a level of quality that has been recognized and validated by others. This creates credibility and reassures new visitors.
- **Client:** There is no mention of awards, recognition, or proof of expertise.
 - Consider adding a line that reflects any unique aspects of the business or mentions something about quality or expertise, even if not award-based. For example, something like “Quality-Driven Auto Detailing in Cheras” would add more trust.

Unique Selling Proposition (USP)

- **Top Player:** “Products Made to Shield Automobiles From Malaysia's Weather.”
 - This statement directly addresses a common pain point (harsh weather conditions) and offers a solution tailored to the local climate. It shows a deep understanding of the customer’s needs.
- **Client:** “Autospa/Bikespa and Garage wrap, paint, restoration you name it we got it.”
 - While this provides a list of services, it lacks a clear customer-focused USP. It’s somewhat generic, and “you name it we got it” doesn’t convey specific benefits or qualities that would appeal to the customer. Instead, focusing on a key benefit like “Protects Your Car Against Cheras’ Dust and Heat” could make it more appealing.

Location and Accessibility

- **Top Player:** Doesn’t mention a specific location, but this might not be necessary due to their national reputation.

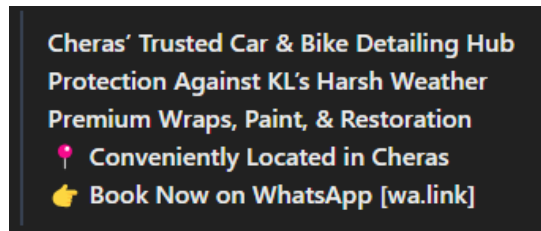
- **Client:** “The Glow Autospa Cheras.”
 - Mentioning the location (Cheras) is good because it helps local customers identify that this service is nearby. However, it would be even better if the bio framed it as a benefit, like “Convenient Auto Detailing in Cheras.”

Call to Action (CTA)

- **Top Player:** Provides a link to a Linktree, which likely directs visitors to multiple resources, such as booking, service details, or reviews.
- **Client:** Uses a WhatsApp link for direct communication.
 - The WhatsApp link is useful for booking, but adding a short CTA would make it more engaging. For instance, “Book Now on WhatsApp” or “Get Your Free Quote Here” could guide users better and encourage immediate action.

ii. Goals

1. **Posts and Images:** Review recent posts for clear visuals and messages. Are they showcasing before-and-after shots or customer testimonials? Are they relatable for the audience and reflective of a premium brand?
2. **Engagement:** Are followers engaging with posts? If engagement is low, consider whether the content needs to be more relevant, helpful, or visually appealing.

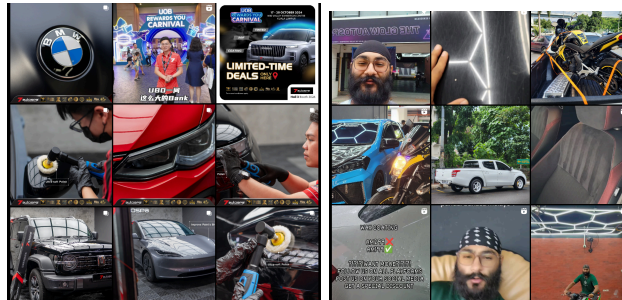


iii.

recommendation

c. Instagram - thumbnails

i.



1. Visual Quality and Consistency

- a. **Top Player:** The thumbnails are high-quality and visually consistent. Each image is sharp, with professional lighting that enhances the gloss and cleanliness of the vehicles. The images focus closely on the detailing process and the pristine finishes of the cars, which immediately communicate high-quality service.
- b. **Client:** The thumbnails are lower in quality and lack visual consistency. Some images appear blurry or low resolution, and lighting varies, with some images looking dim or poorly lit. This

inconsistency can give the impression of a less professional service. Clear, high-quality images would help convey reliability and attention to detail, especially in the competitive auto detailing market.

- c. **Recommendation:** Encourage your client to invest in higher-quality images and maintain consistent lighting across their thumbnails to communicate a professional, high-end brand.
2. Focus on Process vs. Personality
 - a. Top Player: The focus is primarily on the detailing process and the results, showing close-up shots of the equipment, the cars, and detailing techniques. This approach highlights the precision and expertise involved, which builds credibility and reinforces their brand as a professional, technical service.
 - b. Client: The thumbnails include several selfies and casual shots of the owner or team members. While this can add a personal touch, it may detract from the perception of professionalism if overdone. The shots that do show cars or bikes often lack focus on the detailing results, which is what potential clients likely want to see.
 - c. **Recommendation:** Consider a balance between personal branding and showcasing the work. Thumbnails should emphasize the detailing process and end results, with occasional appearances by the team for a personal touch. Focusing more on the process and results will make the service appear more credible and skilled.
3. Use of Brand Elements
 - a. Top Player: Many of the thumbnails incorporate brand elements subtly, such as a small logo or icon at the bottom of each image. This branding consistency helps reinforce the top player's brand identity across posts, making them instantly recognizable.
 - b. Client: The thumbnails lack any consistent branding elements. While this makes the posts feel informal, it also makes the brand less memorable and recognizable. The absence of a logo or any cohesive visual theme makes it difficult for followers to associate the content with the brand at a glance.
 - c. **Recommendation:** Add a small logo or watermark to each thumbnail to create brand consistency and make the posts easily recognizable as part of RCS Autospa's brand.
4. Highlighting Key Services and Results
 - a. Top Player: The thumbnails clearly highlight specific services (e.g., polishing, coating) and show cars in their final, polished state. This not only demonstrates the company's expertise but also allows viewers to see the actual benefits of the services offered.
 - b. Client: While some images show cars and bikes, they don't clearly communicate what service is being performed or highlight the final

results. Many images seem unrelated to specific services, which might confuse or underwhelm potential customers who want to see transformations and the quality of work.

- c. **Recommendation:** Focus more on before-and-after shots and close-ups of completed work. Clear, descriptive thumbnails of the detailing process (such as polishing or coating) help customers immediately understand the service quality and feel more confident in the brand.

5. Visual Appeal and Engagement

- a. **Top Player:** The thumbnails are visually appealing and feel almost cinematic, which creates a sense of anticipation and excitement. The use of sharp images, close-ups, and the glossy finish on the vehicles draws the viewer in and encourages them to click on the reel to see more.
- b. **Client:** The thumbnails lack visual appeal, often appearing flat or underwhelming. Casual, everyday photos or selfies don't provide a reason for potential customers to click and engage with the content. Thumbnails need to stand out in order to catch attention while scrolling.
- c. **Recommendation:** Improve the visual appeal by using close-ups of shiny surfaces, polished details, and action shots of the detailing process. Aim to create a sense of transformation or high-quality results that viewers can expect from RCS Autospa. Include close ups of the car logos as they show signs of premium.

d. Ads

- i. **Message Clarity:** Review any ads for clarity and relevance. Does each ad address a specific need or frustration (like “keeping your car cleaner, longer”) and include a strong CTA?
- ii. **Visual Appeal:** Look for high-quality images or videos. Check if they convey the premium feel your client wants.

Summarize Strengths and Weaknesses

Once you've gone through each asset, summarize your findings in a strengths and weaknesses format. Here's an example:

Strengths

Passionate and Knowledgeable Founder

- The owner's passion for cars and experience in the automotive scene (e.g., modifying bikes and attending auto shows) is a valuable asset. This background positions RCS Autospa as a service run by someone with genuine expertise and enthusiasm, which can help build trust with car enthusiasts.

Location Targeting for Local Customers

- Located in Cheras, Kuala Lumpur, RCS Autospa has identified a specific target audience in the area, mainly Malay and Chinese men aged 20-40. The local focus makes it easier to connect with and serve the community directly, increasing potential customer loyalty.

Service Variety and Flexibility

- The client offers a wide range of services, including car detailing, wrapping, paint protection, and bike spa. This versatility appeals to a broad customer base and provides flexibility to upsell services to existing customers.

Existing Customer Loyalty Program

- The loyalty card system (e.g., chops) for frequent customers helps encourage repeat business and build long-term relationships. This could be leveraged further to create a stronger base of regular clients.

Affordable Pricing and Promotions

- The client offers competitive pricing and promotions, such as discounts on services. This can attract budget-conscious customers and those trying out car detailing for the first time, providing an entry point for building customer relationships.

Multilingual and cultural

- This allows the client to build a special connection with every customer that comes to RCS detailing. This attracts loyalty from customers as humans love building connections and is a good foundation for future business.

Weaknesses:

- **Lack of Strong Brand Positioning and Credibility**
 - Compared to the top player, RCS Autospa lacks a clear brand positioning statement. The current branding does not convey a unique value proposition, such as “premium,” “long-lasting,” or “weather-resistant” detailing solutions. Additionally, there are no mentions of awards or certifications that would help establish credibility.
- **Inconsistent and Unprofessional Visual Content**
 - The client’s social media thumbnails and images lack the polished, high-quality appearance that top competitors showcase. Blurry images, inconsistent lighting, and casual selfies detract from the professional image that potential customers expect from a premium detailing service.
- **Weak Social Proof and Trust-Building Elements**

- There is a lack of customer testimonials, before-and-after shots, and other trust-building elements across the website and social media. This absence of social proof makes it harder for new customers to trust the quality and reliability of RCS Autospa's services, especially for high-cost offerings like ceramic coatings.
- **Unfocused Messaging in Instagram Bio and Social Media**
 - The current Instagram bio is vague, missing a clear statement of value or benefits. It does not emphasize RCS Autospa's strengths or address customer pain points, such as long-lasting protection or convenience. Similarly, social media posts lack a unified message, with no focus on benefits or differentiation from competitors.
- **Limited Call-to-Action (CTA) Effectiveness**
 - While the client uses WhatsApp links for bookings, there is no strong, engaging call-to-action to prompt immediate action. This reduces the likelihood of converting social media visitors into leads. Clearer CTAs (e.g., "Book Now for a Free Quote" or "Get Your First Polish 10% Off") would drive engagement and bookings more effectively.
- **Minimal Use of Branding Elements on Social Media**
 - Unlike top competitors, RCS Autospa doesn't incorporate consistent branding (like a logo or watermark) in its social media thumbnails. This lack of visual consistency makes the brand less recognizable, and potential customers may not associate individual posts with the RCS Autospa brand.
- **Low Market Awareness and Limited Advertising Expertise**
 - The business currently struggles with low visibility and exposure due to a lack of strategic advertising. The client has limited experience in running ads effectively, leading to underwhelming results in past campaigns. The business could benefit from a more targeted social media and ad strategy to reach the desired audience.

5. Identify Opportunities for Improvement

Based on your findings, outline specific improvements, such as:

- Adding clearer, benefit-focused CTAs to social media posts and the website.
- Updating service descriptions to highlight the unique benefits of each offering (e.g., "Ceramic coating protects against harsh sun, dust, and scratches for up to 12 months").
- Including testimonials or before-and-after images as social proof to build trust with potential customers.

RCS WWP + TPB

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Carwash and Detailing

Business Objective: Grow leads and attention on the brand

Funnel: social media ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Target market
 - i. 20-40 year olds
 - ii. Malay and Chinese males
 - iii. Car enthusiasts, new car owners, regular daily commuters
 - iv. Around the area of Cheras, Kuala Lumpur
 - v. Malay and English speaking

2. Where are they now?

- a. Facebook and Instagram scrolling mindlessly
- b. **Current State:**
 - i. Frustration with their dirty car. Always collects dust, mud, dirt
 - 1. Hard to clean areas - eg tyres, between car seats, under the seats

- ii. Lack of time and energy to clean their car
 - 1. Procrastination guilt
 - 2. A never-ending task as it is not a one-time solution
- iii. Concerned about the appearance of the car
 - 1. Not as shiny or as clean
 - 2. Feels embarrassed when people see or sit in it
 - 3. Affects self-esteem; avoids offering rides, limits social interactions
 - 4. Event pressure - anxiety during dates, meetings, dinners etc
- iv. Anxious over the damage or wear of the car's paint
 - 1. Scratches and stains Can lead to bigger problems if not treated
- v. Doubt about carwash services
 - 1. Tried carwashes but don't always do the best job
 - 2. Always has a dirt spot or mark somewhere
 - 3. Hesitant to try new places - not worth the money
- vi. Desire for a long-lasting solution
 - 1. Wants car to stay cleaner for a longer time
 - 2. Don't want to frequently take the car for washes
- vii. Lack of knowledge about detailing options
 - 1. Difficult to trust options available
 - 2. Scared to be scammed - seems too good to be true
 - 3. Misleading claims
 - 4. Confusion about the types of services available

c. Dream State:

- i. Perfectly Clean and Detailed Vehicle:
 - 1. Customers want every inch of their car to sparkle, showing that thorough cleaning and attention to detail are a priority. They envision leaving with a car that looks and feels as close to new as possible.
- ii. Friendly and Professional Service:
 - 1. Customers appreciate staff who are warm, approachable, and professional. The ideal experience involves staff who go the extra mile to ensure customer satisfaction, creating a welcoming environment.
- iii. Extra Value and Surprises:
 - 1. Receiving additional services without unexpected charges, such as the complimentary window tint, antibacterial treatment, or car wash, exceeds customer expectations. The dream is feeling they've received more value than they paid for.
- iv. Clean and Comfortable Waiting Area:
 - 1. While waiting, customers dream of a clean, comfortable environment where they can relax, showing that their comfort and convenience are prioritized throughout the experience.
 - 2. Detailing can take a few hours

- v. Time and Care Put into Every Job:
 - 1. Customers value a thorough, unrushed job. Knowing the team takes time to ensure quality work without rushing gives customers confidence that every detail has been addressed, leading to a better final result.
- vi. Transparent, Fair Pricing:
 - 1. The ideal car wash experience includes clear pricing with no unnecessary charges, so customers know they're paying for quality service without hidden costs.
- vii. Stain Removal and Other Difficult Requests Met with Ease:
 - 1. Customers hope the team will go above and beyond to address special requests, like removing stubborn stains, leaving them with a spotless result and a sense of care for their unique needs.
- viii. A good detail shop near home/work
 - 1. No time to spare when wanting to get their car cleaned or detailed
- ix. A solution that is long lasting
 - 1. Detailing can be pricy and if they want to spend a significant amount of money, it needs to last and be worth it.
 - 2. Dont want a solution that lasts several weeks only

d. Current level

- i. pain/desire - 5/10, desire/pain is there but they do not think about it unless they have friends in / see the car from a different perspective
- ii. Belief - 2/10, unsure of what detailing is, unsure if it lasts
- iii. Trust - 2/10, RCS autospa does not have a high following or customer base, not sure if the detailers are experienced, risky to put trust in a new brand

e. Roadblocks

- i. Persistent Dirt and Accumulation
 - 1. Issue: Car interiors and exteriors are prone to constant dust, mud, and grime buildup, especially in hard-to-clean areas (e.g., tires, under seats).
 - 2. Customer Frustration: Customers feel their efforts are "undone" almost immediately, creating a feeling that it's a "never-ending task"
- ii. Limited Time and Energy
 - 1. Issue: Busy schedules and lack of energy lead to procrastination on cleaning tasks, creating guilt when cars remain unclean.
 - 2. Customer Emotion: Frustration and avoidance, as they struggle to balance regular car care with their lifestyle
- iii. Self-Consciousness Over Car Appearance
 - 1. Issue: Dirty or dull-looking cars cause embarrassment, especially in social situations (dates, meetings), affecting their confidence.
 - 2. Impact: Many avoid offering rides or feel anxious when others see the car, impacting self-esteem and social life

- iv. Concern Over Permanent Damage
 - 1. Issue: Fear that accumulated dirt, scratches, or stains may damage the paint or interior fabric, leading to costly future repairs.
 - 2. Customer Anxiety: High, as they want a solution that not only cleans but also protects their vehicle long-term
- v. Skepticism Toward Carwash Services
 - 1. Issue: Many have tried basic carwashes but found results unsatisfactory, with spots missed or quick re-accumulation of dirt.
 - 2. Customer Doubts: Hesitance to invest in services they believe won't deliver; they seek a trusted, high-quality provider
- vi. Preference for a Longer-Lasting Solution
 - 1. Issue: Regular washes feel like a temporary fix, and customers desire a service that maintains cleanliness for longer.
 - 2. Customer Desire: Solutions that reduce frequency of cleaning, such as ceramic coatings or interior protections
- vii. Lack of Knowledge About Detailing Options
 - 1. Issue: Unfamiliar with the full range of detailing options or their benefits, causing them to avoid professional detailing altogether.
 - 2. Customer Worry: Fear of being "scammed" or misled by unclear claims and high prices, deterring them from trying new providers
- viii. Confusion About Service Quality and Claims
 - 1. Issue: Unclear pricing or service claims make it hard to know what to expect, and customers fear being upsold on unneeded services.
 - 2. Customer Demand: Transparency and trustworthiness, with clear explanations of services and costs

f. Solution

- i. Persistent Dirt and Accumulation
 - 1. Solution: Offer high-quality, long-lasting ceramic coatings for both the interior and exterior to repel dirt, dust, and stains, keeping the car cleaner for longer.
 - 2. Customer Communication: "Our ceramic coatings provide a lasting shield, reducing dirt buildup, so your car stays cleaner between visits."
- ii. Limited Time and Energy
 - 1. Solution: Introduce quick, on-demand detailing packages or mobile detailing options for customer convenience. Offer subscription-based maintenance packages for automated scheduling.
 - 2. Customer Communication: "Our maintenance packages keep your car spotless without you lifting a finger – perfect for busy schedules!"
- iii. Self-Consciousness Over Car Appearance

1. Solution: Promote “Total Makeover” detailing options that restore both interior and exterior to near-new conditions, complete with finishing touches like air freshening and odor removal.
 2. Customer Communication: “Drive confidently, knowing your car looks immaculate inside and out. Our Total Makeover package ensures your car is ready for any social or professional occasion.”
- iv. Concern Over Permanent Damage
1. Solution: Emphasize scratch removal, paint protection, and upholstery treatments to prevent long-term wear and tear, along with expert inspection services to catch early signs of damage.
 2. Customer Communication: “Protect your car from future damage with our advanced paint and upholstery treatments designed to preserve your car’s value.”
- v. Skepticism Toward Carwash Services
1. Solution: Use customer testimonials, before-and-after photos, and satisfaction guarantees to establish trust. Offer first-time customer discounts or “satisfaction or free re-clean” guarantees.
 2. Customer Communication: “Not your average car wash! See real results and hear from our customers about our unmatched attention to detail.”
- vi. Preference for a Longer-Lasting Solution
1. Solution: Offer premium detailing packages that include long-lasting ceramic or hydrophobic coatings, along with education on how these services reduce the need for frequent washes.
 2. Customer Communication: “Get a solution that lasts! Our long-term detailing packages keep your car cleaner, longer.”
- vii. Lack of Knowledge About Detailing Options
1. Solution: Provide a simple, informative guide or video series explaining detailing options, their benefits, and what to expect. Train staff to offer transparent, straightforward explanations of each service.
 2. Customer Communication: “Confused about detailing? Our staff is here to explain each option and make sure you get exactly what your car needs.”
- viii. Confusion About Service Quality and Claims
1. Solution: Ensure transparent pricing with itemized service descriptions. Use visuals to show the impact of each package, and highlight that unnecessary services won’t be recommended.
 2. Customer Communication: “No hidden fees, no unnecessary add-ons. Just honest, high-quality detailing tailored to your car’s needs.”

g. Market awareness

- i. Level **3** 2.3 - solution aware

- ii. Aware of problem, aware of solution, unaware of product/ which detailer is the right one for them

h. Market stage

i. Stage 3 - tired of claims

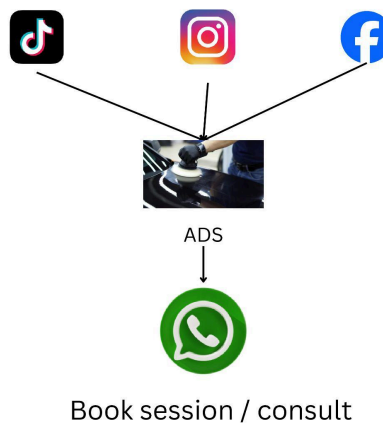
- ii. Stage 5
- iii. Audience still receptive to testimonials, premium products

i. Objections

- i. Cost Concerns: Customers might see detailing as a luxury or be unsure if it's worth the investment.
- ii. Time Commitment: Detailing can take hours, which may deter busy professionals.
- iii. Quality and Consistency: Concerns about inconsistent service quality, especially if they've had disappointing past experiences.
- iv. Trust in Providers: Hesitancy to trust less-known or newer providers without strong reviews or proof. Some detailers might also cheat and use cheaper products on the cars which reduces the customer's belief in the solution.
- v. Perceived Necessity: Some may see detailing as optional or infrequent rather than essential maintenance.

3. What do I want them to do?

- a. Stop scrolling and click on the ad
- b. ad brings them to owner's whatsapp -> book or consult on available packages and deals



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

Top player breakdown:

Niche: Car wash and detailing services

7 Autospa

Funnel #2

EXAMPLE FUNNEL – PAID ADS



https://www.facebook.com/ads/library/?active_status=active&ad_type=all&country=ALL&media_type=all&search_type=page&source=page-transparency-widget&view_all_page_id=1791474051092812

<https://www.facebook.com/ads/library/?id=3477912719166474>



Main ad: video form

- Movement with sudden cuts + epic music
 - Instantly catches the viewer's attention
 - High energy and anticipation
 - Sense of energy and drama due to music
 - Boosts mood - makes them feel like it is a premium service
 - Makes the detailing process feel like a thrilling transformation
 - Focus on precision and detail
 - Short clips of each scene show that each step of the process is carefully executed
 - Inspired by the potential transformation
 - Viewers see the whole process from start to end in just a short amount of time
 - Gives them the illusion that their car could also go through an EPIC transformation
 - Sense of urgency and desire to act
 - Due to the fast-paced nature of the video
 - Encourage viewers to take quick action of CTA

【Exclusive 3-in-1 Offer 🤖 Ultimate Paint Protection, Stunning Shine, Unbeatable Value!】

For car enthusiasts, maintaining a flawless vehicle is of utmost importance. 😊 However, in Malaysia's environment, car owners often face critical pain points. Here are the common issue and how the **7A Ultimate Paint Protection Film** can help car owners tackle this challenge.

It is specifically designed for 🇲🇾 Malaysia's climate conditions, featuring a 10mil thick advanced material that provides excellent UV and acid rain resistance. 🛡️🛡️🛡️ It effectively blocks UV rays, preventing paint fading and oxidation, while also resisting acid rain corrosion to protect the car body. Its impact resistance prevents damage from flying stones and scratches, and it can withstand resin and insect droppings. With these features, the **7A Ultimate Paint Protection Film** offers comprehensive paint protection, eliminating worries about environmental damage.

By choosing the **7A Ultimate Paint Protection Film**, you ensure that your car remains in perfect condition, receiving the highest quality protection. 🛡️✨

Text 1

- **【Exclusive 3-in-1 Offer 🤖 Ultimate Paint Protection, Stunning Shine, Unbeatable Value!】**
 - **Exclusive:**
 - This creates a sense of urgency and desirability by suggesting this offer is limited and not available to everyone.
 - 3-in-1 Offer:
 - Adds value by indicating that **multiple benefits** (paint protection, shine, and value) are packed into one product.
 - Ultimate Paint Protection, Stunning Shine, Unbeatable Value!:
 - This phrase uses impactful, sensory words (“**Ultimate**,” “**Stunning**,” “**Unbeatable**”) to build excitement and attract customers by promising top-quality results.
- For car enthusiasts, maintaining a flawless vehicle is of utmost importance. 😊
 - For car enthusiasts:
 - Directly addresses people who value car maintenance
 - makes them feel understood and included.
 - Maintaining a flawless vehicle is of utmost importance:
 - This establishes an ideal or standard of excellence that appeals to pride in vehicle care.
 - 😊 Emoji:

- The smile emoji adds warmth and friendliness, making the brand feel personable.
- However, in Malaysia's environment, car owners often face critical pain points. Here are the common issues and how the **7A Ultimate Paint Protection Film** can help car owners tackle this challenge.
 - “However, in Malaysia's environment...”:
 - Acknowledges the local context
 - builds trust by showing the brand’s understanding of the customer’s specific challenges.
 - Critical pain points:
 - This phrase subtly increases urgency by acknowledging the real issues car owners face
 - makes them feel understood
 - How the 7A Ultimate Paint Protection Film can help:
 - Clearly positions the product as the solution to the customer’s problems
 - introducing the belief that the product will fulfil their needs.
- It is specifically designed for  Malaysia's climate conditions, featuring a 10mil thick advanced material that provides excellent UV and acid rain resistance.   
 - Specifically designed for Malaysia’s climate conditions:
 - Reaffirms trust by showing that the product has been thoughtfully crafted for the customer’s environment
 - Makes it feel more personalized.
 - 10mil thick advanced material:
 - Uses technical detail to add credibility
 - suggests high durability and quality.
 - Provides excellent UV and acid rain resistance:
 - Emphasizes the product’s protective power against common issues in Malaysia
 - like harsh sunlight and acid rain
 -    (Shield emojis):
 - These reinforce protection
 - visually symbolizing the strength and defence the product offers.
- It effectively blocks UV rays, preventing paint fading and oxidation, while also resisting acid rain corrosion to protect the car body. Its impact resistance prevents damage from flying stones and scratches, and it can withstand resin and insect droppings.
 - Blocks UV rays, preventing paint fading and oxidation:
 - Specifies exact benefits and purpose of the product
 - creating the belief that it will protect against common wear and tear.
 - Impact resistance prevents damage from flying stones and scratches:
 - Adds to desire by addressing potential threats to a car’s exterior and showing the product’s strength.
 - Resists resin and insect droppings:
 - Including specific, less-obvious threats (like resin and insect droppings) shows the product’s comprehensive protection

- can increase trust in the product's thoroughness.
 - With these features, the **7A Ultimate Paint Protection Film** offers comprehensive paint protection, eliminating worries about environmental damage.
 - Comprehensive paint protection:
 - Offers product
 - Reinforces trust in the product's capabilities
 - emphasizing that it covers all aspects of paint protection.
 - Eliminating worries about environmental damage:
 - Appeals to a desire for peace of mind
 - making the product feel like a long-term solution rather than a temporary fix.
 - By choosing the **7A Ultimate Paint Protection Film**, you ensure that your car remains in perfect condition, receiving the highest quality protection. 🛡️
 - Ensure that your car remains in perfect condition:
 - Uses the words “ensure” and “perfect” to inspire belief in the product's reliability and effectiveness.
 - Gives the power of choice to the viewer
 - Receiving the highest quality protection:
 - Emphasizes trust by suggesting that this is the best protection available.
 - 🛡️ Emoji:
 - The shield at the end is a final visual reinforcement of protection
 - gives a memorable closing symbol that stands for the product's promise.
- 【7A Ultimate Paint Protection Film' features】
- 🛡️ PPF developed to protect car on the road in Malaysian
 - 🛡️ 10 mil advanced material more resistant to acid rain and UV
 - 🛡️ Avoid getting hurt by flying stones, scraped paint, or body rust
 - 🛡️ Prevent insect waste and resist resin from hurting car paint
 - 🛡️ Superb self-cleaning feature & anti-watermark
 - 🛡️ NO more anti-dirt polishing or waxing
 - 🛡️ Boost the colour & brightness of vehicles
 - 🛡️ Scratch marks automatically fixed by magical heat energy
 - 🛡️ Offers 100 protection and flawlessly closes edges
 - 🛡️ The 2.0 computer cutting system is compatible with 99% of automobile models that are PPF Precision Cut models.

Text 2

- Clear, Structured Benefits:
 - Each bullet emphasizes practical features (e.g., “NO more anti-dirt polishing or waxing”)
 - makes the product's value easy to understand and enhances the desire for convenience and low maintenance.
- Appeal to Protection & Enhancement:
 - Phrases like “Boost the colour & brightness” and “resists acid rain and UV” appeal to desire by promising an aesthetic and durable solution tailored for car care.

- Technical Language for Credibility:
 - Terms such as “10 mil advanced material” and “2.0 computer cutting system” build belief by implying high quality and advanced technology.
- Emojis as Visual Reinforcement:
 - Icons like 🛡️ (badge) and 100 emphasize reliability and quality, visually supporting the product’s protective and comprehensive appeal.
- Confidence in Long-Term Results:
 - Specific mentions of Malaysia’s climate needs and thorough coverage build trust that the product is durable and effective in local conditions.

✖ NO blade cutting ✖ NO risk of hurt car paint
✖ No gap issue ✖ NO dark edges appear

—

【Why choose 7autospa】

- 🏆 More than 19 years of professional car detailing experience
- 🏆 Over 350 in-house staffs across Malaysia
- 🏆 Warranty protection supported by 20 branches across Malaysia
- 🏆 7autospa App with transparent consumption records and quality assurance
- 🏆 R&D in-house products exclusive for Malaysia's vehicles & weather
- 🏆 "7A 3rd-Gen 10H Ceramic Coating" service for more than 50,800 vehicles
- 🏆 "7A Ultimate Paint Protection Film" service for more than 36,700 vehicles
- 🏆 "7A Nano Security Window Film" service for more than 33,500 vehicles
- 🏆 The First honored record holder in 《The Malaysia Book of Records》
- 🏆 Products are officially tested and certified by SGS
- 🏆 Multi awards winning brand (CCA, GEA, PUMAS, SHPBA)
- 🏆 The first government-certified Diploma auto beauty school to cultivate in-house technical staff

Text 3

- Opening Line with “NO” Statements:
 - The "NO" phrasing is a powerful way to directly eliminate common fears associated with detailing services, like paint damage or visible flaws.
 - "NO blade cutting" and "NO risk of hurt car paint"
 - directly address safety concerns, building trust by assuring the customer that their vehicle will be handled with care.
 - "No gap issue" and "NO dark edges appear"
 - reinforce quality and precision, which assures customers of a flawless finish, creating belief in the high standards of the service.
- “More than 19 years of professional car detailing experience”:
 - Emphasizes experience and longevity, reassuring customers of 7autospa’s established expertise in the industry.

- Builds trust by suggesting that, with almost two decades in business, the brand has a proven track record in car detailing.
- “Over 350 in-house staff across Malaysia”:
 - Highlights scale and capacity, indicating that 7autospa has a large, dedicated team, which enhances credibility.
 - Reassures customers that they’re supported by a robust network, creating a sense of security and reliability.
- “Warranty protection supported by 20 branches across Malaysia”:
 - This point addresses aftercare and accessibility, making customers feel confident and trust that they’ll have support after purchase.
 - Warranty protection builds trust by promising continued service quality, while “20 branches” ensures convenience and accessibility throughout Malaysia.
- “7autospa App with transparent consumption records and quality assurance”:
 - The app introduces transparency and accountability, which appeal to customers looking for a trustworthy service.
 - Transparent consumption records and quality assurance assure customers that they’ll have full visibility over their service, strengthening belief in the brand’s integrity.
- “R&D in-house products exclusive for Malaysia’s vehicles & weather”:
 - This showcases local customization and innovation, which appeal to Malaysian customers who want products designed for their specific climate.
 - Builds belief and desire by suggesting that 7autospa understands local conditions and prioritizes quality for Malaysia’s environment.
- “7A 3rd-Gen 10H Ceramic Coating” (over 50,800 vehicles), “7A Ultimate Paint Protection Film” (over 36,700 vehicles), and “7A Nano Security Window Film” (over 33,500 vehicles)
 - These specifics provide social proof, reinforcing trust by demonstrating high customer demand and satisfaction with these popular services.
 - The precise numbers (50,800, 36,700, 33,500) make these accomplishments feel tangible and verifiable, which strengthens belief.
- “The First honored record holder in The Malaysia Book of Records”:
 - Establishes authority and prestige by mentioning national recognition, which builds trust in 7autospa’s credibility and quality.
 - Being the “first honored record holder” positions the brand as a pioneer, adding a competitive edge.
- “Products are officially tested and certified by SGS”:
 - Certification by SGS (a globally recognized testing agency) assures customers of quality and safety, establishing trust in the brand’s standards.
 - This gives customers confidence that the products meet rigorous international standards.
- “Multi-awards winning brand (CCA, GEA, PUMAS, SHPBA)”:
 - The awards (CCA, GEA, PUMAS, SHPBA) lend additional credibility and highlight the brand’s excellence within the industry.
 - Multiple recognitions reinforce belief in 7autospa’s consistent service quality.

- “The first government-certified Diploma auto beauty school to cultivate in-house technical staff”:
 - Shows commitment to training and professionalism, building trust by assuring customers that 7autospa’s staff are qualified and skilled.
 - The fact that it’s “government-certified” implies a level of standardization and credibility, further strengthening trust in the brand’s expertise.

Basic avatar



Name: Amir

Background details:

30 year old corporate worker, just earned a huge bonus. Has a family of 4 and decides to buy a new car to gift himself after grinding for a couple of years. He also wants to have a comfortable daily commute for his family. He gets a new car but is afraid of the bumpy and uneven roads, dusty environment, harsh sun and rocks hitting his car in Malaysia. He wants to protect the paint and the vibrance of the car’s colour. He also wants the leather seats in the car to last so he thinks about what he can do to protect his car. He is willing to spend that extra money to protect his car so that it stays extravagant for a longer period of time boosting his own confidence, not needing to constantly worry about always taking the car for a wash and not worried about his kids ruining the leather in the interior.

Day in the life:

5:30 AM: Amir’s alarm buzzes, and he heads out for his morning jog before the family wakes up. He’s found that a quick 30 minutes of exercise helps him focus and start the day strong. As he jogs, he thinks about his work day ahead, along with his family plans for the weekend, and, yes, his new car—his recent reward after years of saving and grinding through his corporate job.

6:30 AM: Back home, Amir joins his wife in preparing breakfast for their two young kids. The family has a busy schedule, so this is one of the few quiet moments they get together. As he

packs his briefcase and keys, he glances at his car parked in the driveway. He takes pride in it and wants it to stay looking as sharp and new as the day he brought it home. He remembers Malaysia's harsh roads and unpredictable weather and makes a mental note to look into options for keeping the car's paint and interior pristine.

7:30 AM: Amir embarks on his commute to work. He's grateful for the comfortable seats and the smooth handling of his car, especially in Kuala Lumpur's stop-and-go traffic. But as he maneuvers through potholes and dusty construction zones, he winces with each rock that pings against the car. He worries about the inevitable wear and tear, not only on the paint but also on the interior leather, especially with young kids who don't always treat the car gently.

8:30 AM: At the office, Amir dives into meetings and project reviews. His recent promotion comes with more responsibilities, but he's eager to prove himself. Throughout the day, he occasionally glances at the clock, knowing he'll need to leave promptly to pick up his kids from school. He wants to enjoy the drive without stressing about messes or scratches from daily use.

4:00 PM: Amir finishes up his tasks and heads out early to grab the kids. On the way, he listens to a podcast about car maintenance and luxury car care. He's always looking for small, smart investments that keep things in top shape, from his suits to his car. When his kids climb into the car, they bring along bags, crumbs, and energy that's tough on the upholstery. He feels a pang of anxiety, wondering how long his car can retain that "new" feel.

7:00 PM: After dinner and helping the kids with homework, Amir has some quiet time. He searches online for ways to protect his car's paint from harsh sunlight and rough roads and considers options like ceramic coatings, regular detailing, and protective film to shield it from damage. He's willing to spend extra if it means safeguarding his car's luxury feel and saving himself from constant cleaning.

10:30 PM: As Amir heads to bed, he feels satisfied with the balance he's achieved between family life, career, and his personal goals. He's proud of his success and his ability to enjoy small luxuries like his car. But he knows he needs a reliable, premium car care solution that will keep his ride looking impressive and feeling comfortable without constant upkeep. He's ready to make the investment for long-term peace of mind.

Draft

Drafted Ad Copy for Social Media:

Visual and Video Content Idea:

Video: High-energy, short transformation clips with upbeat music showing before and after shots of detailed cleaning. Add quick cuts focusing on precision—cleaning under seats, removing stubborn stains, tire detailing, and interior polish—to convey thoroughness and professionalism.

Text Copy for Social Media Ad:

🎉 [LIMITED TIME OFFER] Keep Your Car Looking Like New in Cheras! 🎉

Are you tired of the dust, scratches, and endless cleaning that barely makes a difference? We know life's busy, and taking care of your car might be a constant headache—but we've got you covered!

🛡️ RCS Autospa provides professional, long-lasting car detailing and protection solutions that fit into your life:

💎 Full Car Transformation Package

Get that head-turning shine inside and out with our premium detailing service that removes dirt, restores color, and leaves your car feeling like new.

What's Included: High-quality ceramic coating, expert stain removal, and protective treatments for a cleaner car that lasts.

🚗 Convenience Meets Quality:

Mobile Detailing & Maintenance Plans – Save time with flexible scheduling that keeps your car at its best without lifting a finger.

Have a Busy Schedule? No Problem!

At RCS Autospa, we know your time is valuable. That's why we offer FREE pickup and delivery service for your car detailing needs!

📍 *Here's How It Works: We come to your location—whether at home, work, or even the gym—and handle everything. Our trusted team picks up your car, transports it to our autospa for professional detailing, and returns it spotless, right to your door.*

🕒 *No Hassle, No Waiting: You get a beautifully detailed car without lifting a finger or losing a minute of your day.*

💎 *Your Car in Expert Hands: From premium ceramic coating to deep-cleaning interiors, every detail is handled with care, so your car comes back to you looking its absolute best.*

VIP Customer First-Time Offer – Experience our commitment to quality with a 10% discount and satisfaction guarantee on your first booking!

Here's what our customers love:

- ✓ Cars stay cleaner longer with ceramic coatings and hydrophobic treatments.
- ✓ Transparent pricing, clear results—no upsells or hidden charges!
- ✓ Trustworthy, friendly service backed by real testimonials and local expertise.

Book Now and Drive Confidently!

✨ Click below to learn more about our premium packages and book your spot. Let RCS Autospa handle the detailing while you enjoy the drive.

👉 [WhatsApp Button: “Book Your Spot Now”]

Key Elements Addressed:

1. Attention-Grabbing Opening:
 - a. An exclusive offer combined with the appeal of a “new car look” taps into both the desire for status and a practical solution to daily frustration.
2. Clear Benefits & Trust Builders:
 - a. Features like ceramic coating, scratch removal, and stain treatments are highlighted to emphasize long-lasting results and value. Testimonials and guarantees aim to build trust and address hesitancy about quality.
3. Localized Relevance:
 - a. Mentioning Cheras, Kuala Lumpur, and understanding local road and weather conditions show the business is tuned into the customer's specific challenges.
4. Strong Call to Action:
 - a. Encouraging them to stop scrolling and click “Book Now” takes advantage of their current state—browsing with low intent—by pushing immediate engagement.





Coagulation defects

Livedo reticularis

Obstetric complications

(miscarriage)

Thrombocytopenia

Copies

Copy 1

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👉 [WhatsApp Button: "Book Your Spot Now"]

Draft 2 - malay

[PROMOSI TERHAD] Pastikan Kereta Anda Sentiasa Bersih dan Bergaya di Cheras!

Tak tahan lagi dengan debu, calar, dan kotoran yang asyik melekat walaupun lepas cuci? Kami faham memang susah nak jaga kereta supaya sentiasa nampak baru—tapi kami ada penyelesaiannya untuk anda!

 **RCS Autospa** menawarkan servis detailing dan perlindungan kereta yang berkualiti tinggi dan tahan lama, disesuaikan untuk gaya hidup anda:

Pakej Transformasi Penuh Kereta

Berikan kereta anda penampilan kilat yang memukau, luar dan dalam, dengan servis detailing premium kami. Hilangkan semua kotoran, kembalikan warna, dan biar kereta anda kelihatan seperti baru!

- **Termasuk:** Salutan seramik berkualiti tinggi, penghilangan kotoran degil, dan rawatan perlindungan untuk kebersihan kereta yang tahan lama.

Mudah dan Berkualiti:

- **Detailing Bergerak & Pelan Penjagaan Berkala** – Jimatkan masa dengan jadual yang fleksibel supaya kereta anda sentiasa dalam keadaan terbaik tanpa perlu risau.
- **Tawaran Eksklusif Untuk Pelanggan Baru** – Nikmati diskaun 10% dan jaminan kepuasan untuk tempahan pertama anda!

Apa Kata Pelanggan Kami:

- ✓ Kereta kekal bersih lebih lama dengan salutan seramik dan rawatan hidrofobik.
- ✓ Harga yang telus, hasil yang jelas—tiada caj tersembunyi atau upsell yang memeningkan!
- ✓ Servis mesra dan boleh dipercayai, disokong oleh testimoni sebenar dari pelanggan tempatan.

Tempah Sekarang dan Pandu Dengan Keyakinan!

✨ Klik di bawah untuk tahu lebih lanjut tentang pakej premium kami dan tempah slot anda. Biarkan RCS Autospa jaga detailing, anda cuma nikmati pemanduan yang memuaskan.

👉 [Butang WhatsApp: “Tempah Slot Anda Sekarang”]

Selling points

Selling points

- Cheap
- Provide service to pick up and return car for free.

Discovery Project

Discovery Project

Executive Summary

Goal: Give a quick overview of your analysis, the main findings, and a brief mention of the recommendations.

Content: Summarize the client's goals, any challenges identified, and high-level insights.

Tip: Keep this concise, as it's meant to help the client understand the main points at a glance.

Goals and Objectives

Goal: Re-state what the client wants to achieve and ensure everyone is on the same page.

Content: List out the client's specific objectives, such as increasing conversions on a sales page, getting more email sign-ups, or improving overall engagement.

Tip: Use the language your client has used when describing their goals to show you're aligned with their vision.

Target Audience Insights

Goal: Show you understand their audience by identifying key demographics, psychographics, and pain points.

Content: Describe the audience's main challenges, motivations, and interests that you uncovered during the WWP.

Tip: Mention any behaviors or beliefs that affect how this audience engages with the client's product or service.

Current Copy/Asset Analysis

Goal: Pinpoint the strengths and weaknesses in the client's current assets (like a website, landing page, or email campaign).

Content: Analyze existing copy and note where the message may be missing, unclear, or not optimized for conversions. Be specific—mention sections, phrases, or calls-to-action that could be improved.

Tip: Include screenshots or examples of any specific areas you're discussing, if possible, to make your points clear.

Competitive Analysis

Goal: Briefly outline what similar companies are doing well and where there's a competitive advantage.

Content: Include examples of top players and identify any messaging, offers, or formats that resonate with the audience but that your client may not be using.

Tip: Highlight any "gaps" where the client could stand out based on what competitors may lack.

Recommendations and Strategy

Goal: Lay out actionable steps that the client can take to reach their goals.

Content: Divide this into clear, prioritized steps. For example:

Messaging Improvements: Adjustments to headlines, key benefits, or calls to action.

New Assets Needed: Such as a dedicated landing page, lead magnet, or ad campaign.

Audience Engagement Tactics: Suggestions like targeted emails, retargeting ads, or customer feedback loops.

Tip: Make it clear how each recommendation ties back to the client's goals. If you're suggesting changes to copy, show how it will help conversions or other KPIs.

Next Steps and Project Proposal

Goal: Transition from recommendations to action, positioning yourself to help execute these improvements.

Content: Offer to implement the recommendations and provide a high-level project outline. Include a timeline and, if applicable, mention payment terms or offer different packages.

Tip: List the benefits of moving forward and emphasize your unique ability to help them achieve these results based on your analysis.

Step 2: Structure the Presentation

When presenting to your client, keep it visual, clear, and brief. Use this flow:

1. **Slide 1: Title Slide**
 - A simple slide with the project name, client name, and your contact information.
2. **Slide 2: Objectives**
 - Re-state the client's primary goals. Keep it concise but impactful.
3. **Slide 3: Audience Insights**
 - Outline key audience insights. You can include a simple graphic or icon to represent pain points and desires.
4. **Slide 4: Current Copy/Asset Analysis**
 - Highlight 2-3 major areas where the current assets are missing the mark. Use screenshots if applicable.
5. **Slide 5: Competitive Findings**
 - List any top competitors and what they're doing well. Mention any gaps where the client can shine.
6. **Slide 6: Strategic Recommendations**
 - Use bullet points to outline your main recommendations. Prioritize the most impactful suggestions.
 - Each recommendation should show a clear benefit (e.g., "Updating the CTA on the homepage can increase conversions by X%").
7. **Slide 7: Next Steps and Proposal**
 - Present a high-level overview of the roadmap for implementing these recommendations.
 - Offer a few clear options on how you can help, such as different project packages or an hourly rate.
8. **Slide 8: Q&A and Discussion**
 - Invite questions and be ready to clarify any points. This is also an opportunity to discuss the proposal.