

## Residential Roofing Contractor

Generate new leads via SEO

### Winner's Writing Process

1 . Who am I talking to?

- **Homeowners in the Los Angeles Area**
- **Male and female**
- **Middle-aged (in their 40s); probably have a family**
- **Since they have previous experience with roofing companies, it's safe to assume that they've owned their home for a good while**

2. Where are they at now? <where they are in the funnel, market awareness level, stage of sophistication, current state, dream state, all 3 levels>

● In the funnel-.They're searching for the known solution on Google

● Awareness-

The avatar knows their problem (their roof issues) and the solution (a residential roofing company).

However, they do not know the product (this particular residential roofing company)

● Sophistication-

Stage 5

The target audience have used other crews in the past (the experience was meh or poor)

● Current state-

About their home

- **They might have some sort of issue that's making them distressed**
  - Storm damage; a leak;
- **Their home has less "curb appeal", which makes them feel embarrassed**
- **They're concerned over the consequences of their roof damage**

What they're worried about in a roofing company

- Hiring someone who takes forever/takes their time; who takes longer than the initial time frame

- Hiring a crew that's lazy

- Hiring someone who "takes shortcuts"

- Dream state-

About their home

- They want to feel safe, protected and comfortable in their home

- They want to have the nicest house on the block (admiration from others)

- They want their roof to be as good as new

What they want in a roofing company

- They want a company that works quickly; people who are on time

- People who are thorough; pay attention to detail

- "Reputable"; a company with a previous success

- "Honest"

- They want a company that cares about customer satisfaction

- They want the process to be "extremely easy"

- Hard working and efficient

- A company that communicates well

- Desire-High

- Trust in solution-High

- Trust in brand- Low; will be even lower the more bad experiences they have with roofers and contracting companies

3. What do I want them to do? <list out all desired actions for the reader to take>

- Visit our website

- Get in contact with us to schedule an estimate

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

- Visit our website

- "Local" appeals to the reader's sense of community (builds trust in the solution)

- "Roofers" calls out the reader's known solution (builds trust in the solution)

- Having 60+ good reviews further builds trust in the brand

- Get in contact with us to schedule an estimate

- A picture of a brand new roof to instill desire for the dream outcome
- The headline matches the reader's search term, which gets their attention
- Have buttons to call and email the company (probably for people who were referred to the business)

● "Got Questions? We Have Answers!" makes the brand seem more friendly and approachable

● "Custom Home Building and Roofing Contractor"-This headline calls out the reader's known solution (grabs attention)

- We are a tailored solution + known solution (building trust in the company)
- Mentions the services they provide to keep the reader engaged
- "If you are looking for a Los Angeles residential roofing contractor" calls out the reader's current state
- Mention their offer (free quote) to instilled desire
- They mention that they do commercial roofs to calls out another segment of their target audience
- "Let us help you..." puts them and the reader on the same team (builds rapport)
- They mention how good their staff is ("friendly, punctual, and professional") to instill desire + build trust in the brand

These are the same characteristics that the target audience values in a roofing company

● They showcase previous work to instill desire + improve their credibility

● "The Best Customer Home Builder in Los Angeles"-Having confidence builds trust in the brand

- Calls out the reader's known solution
- They briefly mentions their experiences to increase their credibility
- They call themselves the best roofing contractor in LA to improve their credibility

Too much sauce, TRW isn't letting me post it directly in here

[https://docs.google.com/document/d/1FWDEMIH5ZJoxkBZJsEiiSwwflsRTIWUqS9M1w\\_BTcCM/edit?usp=sharing](https://docs.google.com/document/d/1FWDEMIH5ZJoxkBZJsEiiSwwflsRTIWUqS9M1w_BTcCM/edit?usp=sharing)