

[The Very Good Solar Company](#)

^Breakdown of company, they are the first website on Google for “Solar Panels in Los Angeles”

Business Objective: Find the best way to grab attention and monetize that attention for solar panel company →

1. Who am I talking to?

- a. Young to middle aged (26-40 year olds) homeowners in Los Angeles
- b. They want to save money and be more eco-friendly

2. Where are they now?

- a. Los Angeles
- b. Looking at the website (Solar Panels in Los Angeles)
- c. Level 3 Awareness → Solution Aware
- d. Stage 5 Sophistication
 - i. Experience play
 - ii. Identity Play
 - iii. Niching down and a new mechanism most likely is out of the picture for this one... top player is going on experience play
- e. Current State:
 - i. Angry with rising prices in their area
 - ii. Worried they can't keep up with an inflating economy
 - iii. Embarrassed they don't do more for the environment
 - iv. Nervous of the future and providing for their family
- f. Dream State:
 - i. Their friends/family glow up because they are making a huge difference for the environment
 - ii. They are happy to know that they are saving tens of thousands of dollars
 - iii. Relaxed and calm knowing they have some cushion
- g. Solution – Buy Solar Panels for the house
- h. Current Desire – Low
- i. Belief in Idea – Low
- j. Trust in company – Low

3. What do I want them to do?

- a. Stay on the page
- b. Ask for a quote
 - i. Boost belief in idea
 - ii. Connect with desire / twist pain
 - iii. Boost belief in Idea
 - iv. Boost trust in the company

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

- a. Stay on the page
 - i. Clean look

- ii. Connects with home and beauty/comfort
 - 1. Background of a gorgeous little home
 - iii. Animated Images
- b. Ask for a quote
 - i. Connect with desire
 - 1. Saving money → “By streamlining the solar purchasing process, we provide huge energy savings for our customers.”
 - ii. Identity Play
 - 1. “Imagine a solar power setup that aligns perfectly with your requirements, whether you're a homeowner, a business owner, or an organization aiming to reduce carbon footprint.”
 - a. Kinda vague “requirements”
 - 2. “Your requirements... reduce carbon footprint.”
 - iii. Experience Play
 - 1. 4 Steps of the Installation Process
 - 2. They do everything
 - iv. “Sleek Design” “Environmental Impact” “Advanced Tech”
 - 1. Impress Friends. This is for x person. New mechanism
 - v. Explains the product
 - 1. Solar Inverter
 - 2. Solar Panels
 - 3. Solar Battery
 - vi. CTA
 - 1. Enter address for a free estimate
 - 2. Home details (flat roof, sloped, how much you spend on electricity)
 - 3. Then name, email address, phone number
 - 4. Estimate (with loan and cash)
 - a. Also tells you how much you’re estimated to SAVE in a 30-year (Price comparison)
 - b. They only charge \$100 off rip
 - 5. What makes us different?
 - a. Lowest Cost Guarantee
 - b. Customized AI Designs
 - c. Free Solar Education
 - d. Nationwide Installer
 - e. Best Solar Warranties
 - 6. “Residential electricity prices across the country are increasing an average of 4.3% per year. You now have the choice to greatly decrease your future utility bill by adding solar to your home.”
 - 7. Talks about saving money and helping the environment more

General Notes

- 1) A lot of problems people have had with Solar Panels is roof damage...

- 2) Saving money and helping the environment are the two motivating factors when buying solar panels
 - a) Although, saving money is the prime one, despite what people may say
- 3) Price compare will be huge
- 4) For Facebook Ads
 - a) Looking for a roofing / solar pro? Contact us today to get a FREE roofing / solar / exterior assessment. ➡
 - b) •CONFUSED by what you have been seeing ?
 - Don't be!! I'm Jeff Periera and I started a new solar company.
 - Jeff Pereira Home Energy is offering SunPower Panels, Exceptional Customer Service and Installations that are second to none.
 - If you want to stop being confused, call Jeff Pereira Home Energy today and let us explain everything. ➡ 📞 1-800-SAVE-POWER

Avatar



Ben is a 35 year old Floridian who has a wife and 3 kids (2 daughters and 1 boy). He works at the bank as a mortgage consultant. Ben loves his family more than anything and is always trying to provide for them and their future. He's always looking for tax cuts and ways to save more money/invest in the kid's college fund.