

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: HVAC

Business Objective: More attention Customers

Funnel: Via Google algorithm

WINNER'S WRITING PROCESS

1) Who am I talking to?

- a) Need installing/ repairing HVAC system
- b) Suffering from humidity/ cold
- c) Frustrated their AC/Heat is not working and can't come home comfortably
- d) Frustrated with how long it takes for it to get fixed or installed.

2) Where are they now?

- a) Current state-
 - i) Searching for HVAC services
 - ii) Current pain/Desire: 10/10 their HVAC system is not working and they want it fixed
 - iii) Belief: 7/10 They believe their systems will be fixed but feel it's going to take a while

- iv) Trust: 4/10 good reviews but not many customers
- b) Dream state
 - I. very pleased with the quality of their service, personal and fair pricing."
 - II. I never have to worry about forgetting to schedule my annual AC/furnace maintenance. They keep me on schedule
 - III. very professional, knowledgeable, and cordial.
 - IV. explained everything he did

3)What do I want them to do?

- a) When they search for HVAC services I want A Plus HVAC LLC
- b) They see their services
- c) See the good reviews
- d) Click on the link
- e) Catch their eye to book an appointment.

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?

- a) Need good reviews
- b) Something that pops
- c) Affordable
- d) Near by/ quick accessibility
- e) Efficiency and professionalism

DRAFT

FB

Furnace tune-up Special \$80

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🔥 \$80 Furnace Tune-Up Special! 🔥
Don't Let Winter Catch You Unprepared! ❄️

Is your furnace ready to keep your family warm and safe? For just \$80, we're offering a comprehensive furnace tune-up to ensure your system is running smoothly before the cold hits.

Why Choose Us?

✅ **FREE Carbon Monoxide Test** included to protect your family from this deadly, odorless gas.

✅ **Early signs of carbon monoxide exposure** can include headaches, dizziness, and nausea—especially dangerous for small pets and children.

✅ **Our technicians are thorough, reliable, and here to give you peace of mind.**

Call us today at **815-261-6311** to schedule your tune-up and stay warm and safe all winter long! 🏠

We look forward to serving you!

Website landing page:

Google My Business profile (this is here just so I have an idea on how to fix it.)

Open 24 Hours

Phone:(815) 261-6311

Web:<https://aplushvacllc.com/>

Services:..

Serves: Woodstock and nearby areas

Address: 119 Ridgewood Dr, Woodstock, IL 60098

Reviews:

From A Plus HVAC LLC:

We are a highly motivated company with over 17 years of experience. We take pride in our work and specialize in providing our customers with the best experience in the heating and cooling industry. We are a company that is committed to doing things right the first time, at a reasonable and fair price point.