



# WINNER'S WRITING PROCESS

Hit "File" → Click "Make a copy" → Edit your version!

 **What specific (measurable) business objective am I seeking to accomplish?** 

- a. Getting consumers who are actively looking for CCTV installation on Google by checking websites to read my landing page, stay engaged, read through it all, and be influenced into giving in and scheduling a free quotation

 **What part of the funnel is required for this business objective to be achieved? (What marketing asset is this winner's writing process focused on?)** 

- a. Landing page

  **What is this business model or niche?**  

- a. Home Improvement in the electrical engineering department, smartify homes, has many smartifying services so I am going to make a landing page for each single one. Starting with CCTV installation.

 **Who am I talking to? (Avatar)** 

- a. Name: Johnny Smith
- b. Gender: Male
- c. Age Range: 40s
- d. Occupation: John works as an IT manager at a mid-sized company, where he oversees network security and infrastructure. He has always been interested in technology and has a knack for understanding complex systems.

e. Geographical Location: Birmingham, UK

f. Image:



## Where are they now?

a. **Current Painful State (all the customer language you gathered from your research):**

- i. Concern about Intrusions and Safety:
  - 1. "The safety of my loved ones is always my top priority. Knowing that someone might break into my home when I'm not around is a constant worry." (Expressed by users concerned about the safety of their family and the fear of intrusions)
- ii. .Feeling of Anxiety and Unease:
  - 1. "I always feel uneasy when I'm not home, wondering if everything is alright." (Users expressing their anxiety when they are away from home).
- iii. Fear and Stress Related to Security:
  - 1. "The thought of not knowing what's happening around my house stresses me out." (Fear of the unknown and stress related to the lack of surveillance)
- iv. .Recent Incidents in the Neighborhood:
  - 1. "My neighbor's house was broken into recently, and now I can't stop thinking about our security." (Users influenced by recent local break-ins).
- v. Lack of Peace of Mind:

1. "I can't seem to relax fully knowing that our security system is inadequate."(Expressing the need for better security systems for peace of mind).

**b. Desirable Dream State (all the customer language you gathered from your research):**

- i. Desire for Safety and Security:
  1. "Having a security camera system installed would give me peace of mind, knowing that my family and property are safe."(Users looking for assurance of safety).
- ii. Monitoring and Control:
  1. "I want to be able to monitor my home from anywhere, at any time."(Expressing the desire for remote monitoring capabilities).
- iii. Deterrence of Crime:
  1. "A visible CCTV system would act as a deterrent to potential intruders."(Belief in the deterrent effect of visible security cameras).
- iv. Ease of Use and Effectiveness:
  1. "I need a system that's not just effective but also easy to use."(Desire for user-friendly and efficient security systems).

**c. Where are they in the funnel right now (physically)?**

- i. Actively searching for someone to install CCTV for them or looking for CCTV products to install, google or any search engine.

**d. Problem (what's stopping your market from living their dream state?):**

- i. Financial Constraints:
  1. "I'm worried about the cost of a good security system. It's a significant investment."(Concern about the financial aspect of installing a quality system).
- ii. Lack of Knowledge:
  1. "I don't know where to start with choosing the right system for my home."(Uncertainty and lack of knowledge about available options).
- iii. Perceived Complexity: "The whole process seems complicated and time-consuming."(Perceived complexity of the installation process).

**e. Solution (the unique mechanism that will allow your market to go to their dream state):**

i. Free Quotation Service:

1. By offering a free, personalized consultation with an electrical engineering expert who visits the home or business, evaluates the specific needs, and provides tailored advice and detailed explanations of the best CCTV systems and installation processes. This service removes the guesswork and provides clarity and confidence.

**f. Product (your client's paid tool that helps the market enact the solution better, faster, with less risk, etc):**

i. Comprehensive CCTV Installation Package:

1. Personalized Consultation: Expert visits to assess needs and provide customized security solutions.
2. High-Quality Products: Top-tier CCTV systems with advanced features like remote monitoring, night vision, and motion detection.
3. Professional Installation: Skilled technicians handle the setup, ensuring optimal placement and operation.
4. Ongoing Support: Customer support for troubleshooting and maintenance.
5. Transparent Pricing: Clear, upfront costs with no hidden fees.

By offering this free quotation service, customers gain the knowledge and confidence needed to proceed with the purchase and installation of a CCTV system, thereby moving them from their current state of anxiety and insecurity to their desired state of peace of mind and enhanced safety.

**g. Awareness** (highlight one of the available options below with **yellow**):

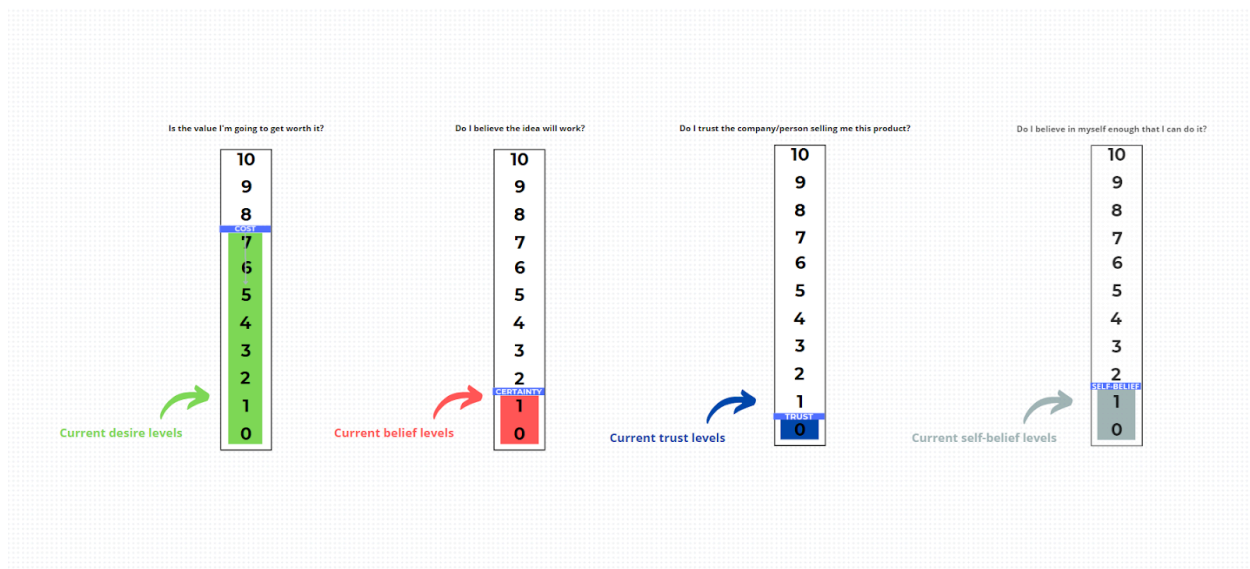
- i. **Level 1 (Problem-Unaware):** Catch their attention, then reveal hidden problem/need/desire.
- ii. **Level 2 (Problem-Aware):** Call out their problem then offer a solution
- iii. **Level 3 (Solution-Aware):** Call out a known solution then offer the product as the best form of solution
- iv. **Level 4 (Product-Aware):** Buy Now, Urgency, Scarcity, Risk Reversal/Guarantees, Social Proof, Crank pain/desire/need, etc.

h. **Sophistication** (highlight one of the available options below with **yellow**):

- i. **Stage 1 (First to Market):** Make a direct claim
- ii. **Stage 2 (Second to Market):** Make a bigger or better claim
- iii. **Stage 3 (Market Tires of Claims):** Lead with a unique/new mechanism
- iv. **Stage 4 (Market Tires of Your Mechanism):** Position your version of the mechanism as unique, bigger and better
- v. **Stage 5 (Market is Tired of EVERYTHING):** Niche Down, Identity Play, Enhance the Experience, Invent a New Mechanism, Connect to Bigger Outside Desire

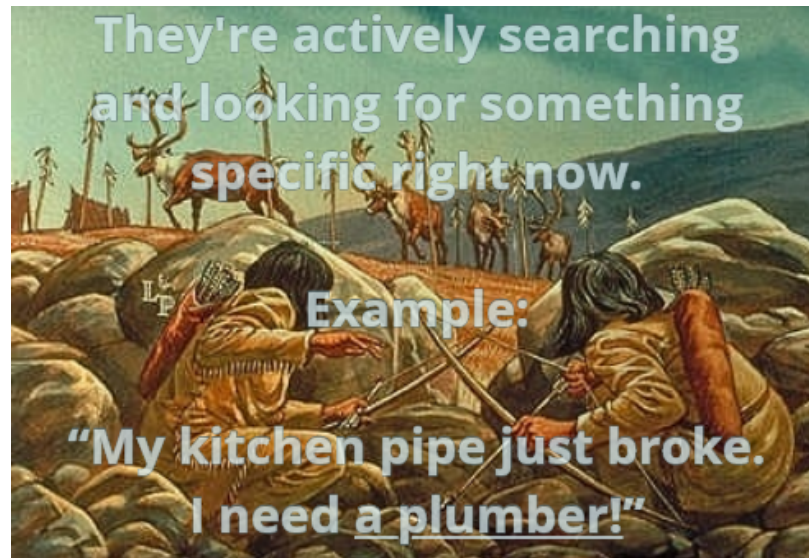
i. **Three Pillars** (Finally - movable “Will they buy/act?” Canva diagram where you're with EDITING access 🖱️🖱️🖱️) (Take a screenshot of YOUR pillars and insert it below the link)

<https://bit.ly/will-they-buy-act--pillars>



j. **Type of Attention** (pick the appropriate and delete the other)

- i. **ACTIVE** - Give/tease what they want, stand out from the crowd, maximize factors they're using to evaluate between options and continue with the persuasion.



🚩 **Where do I want them to go? (Actions I want them to take throughout my copy)** 🚩

- a. Hooked
  - i. Stay on the landing page and be convinced that we are a promising candidate to get their quotation from
  - ii. Intrigued to read the entire copy
  - iii. Influenced into booking a free quotation
- b. Intrigued to read the whole copy
  - i. They are constantly curious to read more/info gaps, no friction so the copy is like a slippery slide as in they effortlessly go through it.
- c. Influenced into booking a free quotation
  - i. Reader is influenced into giving it a shot where their perceived risk is low and they have everything to gain.

🤖 **What steps (experiences) do they need to go through to go from where they are to where I want them to go?** 🤖

- a. Stay on Page
  - i. Animated transitioning of copy, instead of people scrolling down to read, automatically it displays each part of the website transitioned in front of the consumer

- ii. Simply, spacing, web lay out
  - iii. Maybe video of CCTV Footage, show people desired state immediately of having cctv coverage
  - iv. Stamps of credibility
    - 1. Companies that have trusted in us
    - 2. How many years we've been in business
  - v. How many successful projects we've completed
- b. Asking for quote
  - i. Straight to the point asking for info from consumer for quote
    - 1. Quotation quiz that ask questions that narrows down the type of consumer they are and in the end ask for their details that most companies would usually ask in beginning
      - a. This method is more appealing, promising a quick quote rather than asking from the get go for personal info.
  - ii. If they scroll down have a notification pop up on the side for quotation quiz
  - iii. Credibility boost with project dumbs, projects that we have successful completed (boosting trust in business)
- c. Why choose us?
  - i. Apart from our expertise explain the process to them and its appeals
    - 1. Free presentation and demonstration and information about what exact tailored service they need so that they can get the system they want
    - 2. We provide best customer service where help you get the peace of mind your looking for with our up to date systems and maintenance so that your system is always fresh and fast
    - 3. Level 3.5 market awareness and stage CTA
- d. CTA
  - i. Apart from pop ups have constant cta buttons for consumers to do the quotation quiz
- e. FAQ
  - i. Give section for people wondering about certain topics such as:
    - 1. Can CCTV work without wifi?
    - 2. What is CCTV?
    - 3. Which CCTV camera is best?
    - 4. Is CCTV legal?
    - 5. How does CCTV installation work?
    - 6. How can I get a quote?
    - 7. How soon can I get CCTV?
- f. Chat box

## **Landing Page Copy:**

### **Page/Section. 1 of website**

Protect Your Home Now – Free CCTV Estimate in Minutes!

No sign-ups. No emails. No hassle.

Use our quick and easy tool to get a free personalized estimate in **under a minute**.

[Get Your Estimate Now]

[Beside footage or picture of happy family sitting together to convey dream outcome is to be secure at home with your family happy not worrying]

- The button will take them to a quiz that will ask them important questions to give them a likely estimate of what they need, yet they will need to get a free quote from us if they want an exact price on the exact system they need.

### **Page/Section. 2**

#### **Why Choose Us?**

##### **Expertise You Can Trust:**

18+ years of experience safeguarding homes.

##### **Free Expert Consultation:**

Tailored advice, no strings attached.

##### **Top-Tier Technology:**

Latest CCTV systems with night vision & remote monitoring.

##### **Seamless Installation:**

We handle everything from start to finish.

##### **Transparent Pricing:**

Clear, upfront costs with no hidden fees.

##### **24/7 Support:**

Continuous assistance to keep your system running smoothly.



With our service, you get more than just CCTV – you get peace of mind, the ability to sit down with your family knowing that you have oversight over the protection of your loved ones.

[Picture of my client happy to convey trust in person your doing business with]

[CTA Button for them to click and do estimate quiz that will later upsell them on booking a time for a free quotation]

- I plan on having these like bullet points with icons beside them or over them, I will have more credibility sections later on with projects and stuff but most top players I've analyzed had why choose us sections that were concise and quick almost immediately after asking for info for giving them free quotations.

### **Page/Section 3.**

#### **Peace of Mind in Every Home**

See how we've helped families feel secure and confident with our tailored CCTV installations. With years of expertise and advanced technology, we've transformed worries into peace of mind.

Gallery of Past Projects:

(Images of successful CCTV installations under them having testimonials)

Client Testimonials:

[EXAMPLE] “Thanks to the CCTV system they installed, I finally feel at ease leaving my home. The team understood exactly what we needed and delivered beyond expectations.”– [Client Name]“

[EXAMPLE] “The process was smooth, professional, and the results have made a huge difference. We now have peace of mind, knowing our property is secure.”– [Client Name]

Our clients trust us because we have Proven expertise and attention to detail

Transparent, customer-first approach

Hundreds of satisfied clients

Click below for a FREE estimate - no commitment required.

[BUTTON TO TAKE THEM TO QUIZ]

(again this quiz will upsell them on getting our free quotation)

#### **Page/Section 4.**

### **Your Peace of Mind Starts Here – Let's Secure Your Home Together**

Investing in CCTV isn't just about technology – it's about creating a safer environment for your family and feeling secure, knowing that your property is protected 24/7.

With us, it's not just a product – it's a personalized experience built entirely around your needs.

Our process is straightforward and designed to seamlessly secure your home.

Here's How We Work:

#### **Step 1: Free Consultation**

No obligation, just expert advice tailored to your needs.

#### **Step 2: Personalized Plan**

We assess your property, pinpoint key areas, and provide clear, easy-to-understand recommendations.

#### **Step 3: Transparent Quote**

Receive a clear, no-surprises quote with the best security solutions for your home.

#### **Step 4: Professional Installation**

Our team handles everything with precision and care, ensuring a seamless setup.

#### **Step 5: Ongoing Support**

We're here for you even after installation, providing full support so you can feel confident with your system.

You deserve to feel safe and secure – and we're here to make that happen.

### **Ready to See How We Can Protect Your Home?**

*Get Your Free, No-Obligation Quote Now!*

[Get Free Quote Button]

(This section will follow a step by step design, so its easy on the eyes)

(The button will take them to a page where they'll fill out some info, name, number, email, and such, I also thought about including google schedule so that they can immediately schedule a time without a hassle of calling or anything, will evaluate this idea further with my client)

Here is the Website Design Link:

[https://www.canva.com/design/DAGOa8jZXhI/HDT7azpydNP908i3b2qvkA/edit?utm\\_content=DAGOa8jZXhI&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAGOa8jZXhI/HDT7azpydNP908i3b2qvkA/edit?utm_content=DAGOa8jZXhI&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

Please leave as harsh reviews as possible here below!

Page 1 Feedback Here:

Page 2 Feedback Here:

[Page 2 is all the pages with pics with texts on them and arrows on the side, I plan to make it like a slideshow but since its a design for now it had to be multiple pages.]

Page 3 Feedback Here:

Page 4 Feedback Here:

Page 5 Feedback Here: