

Link to 100 pushups: <https://vimeo.com/manage/videos/898769550>

Context:

My client owns a car rental/hiring business in the UK. His objective is to grow his Instagram page and drive user traffic from the TikTok page to the Instagram page. At the moment I'm not getting paid by him I'm just working for him to achieve a testimonial.

1. Who am I writing to?

The demographic is young males aged 19 - 23 who live in London.

They want to hire fast, and luxury cars to enjoy it and have a memorable experience and drive their dream car at least once in their lifetime.

They want the rental process to be smooth and straightforward with no hassle and problems. They want the car hire bill to match the initial quote they were given to the penny with no hidden extras or fees.

They don't want to be charged for a scratch that was already there. They are young so they are on a budget and the last thing they want is to be given unreasonable fees,

In particular they like hiring fast luxurious cars for wedding functions or for a long weekend getaway with friends and family.

2. Where are they at right now?

Pain nightmare:

Before taking the car they always have to inspect it carefully for even the smallest of scratches just so they aren't accused of doing it and then told to pay for it later.

The rental companies always try to make the most money out of them by charging them unreasonable fees like a cleaning fee despite driving the car for only a single day.

They feel the rental companies are trying to use them as their personal cash cow.

They often face problems with rental companies that try to make a fool out of them and try to scam them by being dishonest and not transparent with the prices beforehand. Often they have to deal with fees they never knew existed up until they receive the rental bill at the end of the rental agreement. They get shocked when they read the bill.

They are often wrongfully accused of scratching the car or damaging it and then are strong-armed (metaphorically) and harassed to pay for it for no reason.

Dream desire:

They want to be behind the wheel of their dream car in no time with a hassle-free and straightforward rental process. They want no terms to be hidden from them only for it to be rediscovered when they're given the bill, they want crystal-clear terms in the rental contract. They want to choose from a great selection of cars that are fast and luxurious. They want friendly helpful staff that aren't always trying to upsell and charge unreasonable fees. They want to drive cars that are fast and luxurious.

3. Where do I want them to go?

The objective of the copy is to drive user traffic on Tiktok to the Instagram page and sell them the car rental service.

Plan for the Lead magnet:

There will be a link in the bio of the IG account which directs them to an opt-in page.

The Lead magnet is a blog post containing information on how to make the most out of their high-performance car and not be overwhelmed by its power and speed. The information will help them be confident and comfortable in driving their dream car especially if it's their first time driving a powerful car.

It will also cover information on roads to drive on that offer picturesque views. Whether that be in city centres or in the countryside.

This blog post will also cover information on the user being able to execute their travel needs comfortably and efficiently. For example, in the blog post there will be suggestions on how to plan the best routes to avoid traffic as well as the smoothest roads and locations to drive the supercar they hired for picturesque views and test its high-performance ability to its (somewhat) maximum potential.

(Blog post has not been created yet). - I got this idea from a competitor who is the biggest high-performance/luxury car rental company in the UK.

4. What are the steps I need to take to get them to where they need to go?

1. I need to be unique in my copy so that it disrupts their scrolling, grabs their attention and they watch my video.
2. I need to **tease** how exactly we will ensure the rental process is hassle-free and straightforward, also how they won't be unfairly accused of damages and told to pay for it.
3. I need to convince them enough without being too salesy for them to take action and follow the IG account.
4. They need to believe that our company is honest and transparent and how we value customer service a top priority, so we have no incentive of charging unreasonable prices as our goal is to ensure we set a standard of 5* reviews.
5. I need them to satisfy their curiosity by bridging the information gap through opting-in/following Instagram account.

Personal analysis of my copy's weakness and how I think I should improve it:

This is a Tiktok/shorts video so the user needs to be disrupted with uniqueness in my copy. This can be achieved with a stronger fascination technique at the very beginning.

There isn't information teased to the user on how EXACTLY we will offer a hassle-free, straightforward rental process and won't make a fool of them. This can be done by using not-statements so it diminished their preconceived notions.

When I talk about how the user is turned into a cash cow and is charged a petty cleaning fee I can use visual language and auditory language when describing their physical reaction upon learning this surprise fee so the user can paint the picture in their head and inspire them to take action. For example, spitting water out of their mouth because they're shocked and standing up immediately from their seat.

When telling the user that the rental process is hassle-free and straightforward there isn't specific detail. This can be addressed by describing what hassle-free and straightforward feels like - the user can just sit back and relax with their legs up and just wait for their rental car to arrive.

I haven't told the user what their future could look like if they don't take action in the CTA section. I can use the two-way close to address this issue.

Roadblocks & Solution:

Hiring a rental car is not a straightforward process; there is a lot of hassle when it comes to negotiating contract terms.

It's a long process for the user as they have to carefully inspect the car making sure to record every small scratch before they take the keys so they aren't accused of doing it and told to pay.

They need to believe that our company is honest and transparent and how we value customer service a top priority, so we have no incentive of charging unreasonable prices as our goal is to ensure we set a standard of 5* reviews.

Being unfairly accused of scratching/damaging the car and harassed to pay for it for no reason.


The users think that I'm just like any other rental company that's going to try to upsell in any situation and make them into my personal cash cow. They think I'll charge unreasonable fees like a cleaning fee despite it being driven for a day.

The copy is an AI voiceover script for a Tik Tok/shorts video.

Copy:

WARNING! Don't drive a rental again until you learn the TRUTH, or you'll look like a geek using a magnifying glass.

99% of people who drive rentals are forced to pay for damages they didn't do.

Imagine inspecting  the car for scratches before taking it, and you now think you deserve a pat on the back as you finally outsmart the rental companies right? WRONG! You become their cash cow and get charged a cleaning fee despite driving for only a day.

Are you sick of fraudulent rental companies? Us too. So we did something about it.

Learn how you can choose from a next level selection of cars with a hassle-free straightforward rental process.

Hint - The price you see is the price you pay. You don't have to come to us, we come to you. (Clients can save time with no need to collect from our offices as we provide personal delivery of their chosen vehicle at a time convenient for them).

With a small simple click, feel the goosebumps as you put your foot down and unleash the G-force.

Follow @prominenthire and get behind the wheel of your dream car in no time

or ignore everything you learned today and continue getting extorted.