

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Plumber agency

Business Objective: Want to get more customers

Funnel: Search/Paid ads->Sales Page
->Buy

WINNER'S WRITING PROCESS

Who am I talking to?

- 1) Full grown men and women(mostly)
- 2) Stores, coffee shops, fast food restaurants, gas stations, shopping malls, schools, universities, colleges, etc..

Where are they now?

- 1) Active attention. Looking for solution of their problem
- 2) City name
- 3) Level 3-Solution aware

Desire 8/10 plumber system is broken

Certainty in your idea 8/10 Social proof using reviews+giving guarantees

Trust 7/10 Certification and qualification

Current state

1) plumber system is broken

Dream state

1) Everything works perfectly/better then it was before breakdown

What do I want them to do?

Click on our website(being the first is search list using Paid ads in browsers)

+Grow website to the «page top» using techniques in course

What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

Certification and qualification, social proof using reviews + giving guarantees of good quality work and the desire to cooperate in the future

DRAFT

Have problems with plumber system?

You've come to the right place!

Our specialists are qualified and have great baggage of knowledge and experience in working with problems as

§ Low water pressure

§ Clogged drains

§ Current toilets

§ Problems with the water heater

§ Frozen pipes

§ A backup copy of the sewer line

§ etc

That's why we can give you guarantees of good quality work

Most likely we would cooperate in the future as we do with our other clients (check their reviews [https...](https://www.researchgate.net/publication/353111111))

Our command is always ready for your call +....

Thank You!