

Roofing

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women?
 - Both
- Approximate Age range?
 - 30-65
- Occupation?
 - Office job
- Income level?
 - \$66,559 - \$133,118.
- Geographic location?
 - Chatsworth Ga

Painful Current State

- What are they afraid of?
 - Leaks
 - Structural damage
 - Overprice roofs
- What are they angry about? Who are they angry at?
 - real cheap price but never sent anyone out to visit me face to face
 - didn't keep the original appointment time
 - quoted nearly double the reasonable price for repairs.
 - It took over a week to get someone to come out to address my roof leak,
 - company misdiagnose our original leak
 - Company not showing up on time
 - It has leaked since they finished and is still leaking. They did a horrible job. Castle roofing sub contracted the job and broke more things than they fixed.
 - not showing up for their appointment
- What are their top daily frustrations?
 - They have missing shingles on their roof
 - Their roofs looks ugly
 - They have a leak in their house
 - The wood underneath the shingles are getting wet

- Screws are backing out of the metal panels
- What are they embarrassed about?
 - They put their faith into the wrong roofing company
- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?
 - It makes them feel unvalued as a customer.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 - That they can't find a reliable roofing company that keeps their word and doesn't show up late. The company quoted them 2x to do the job. The person on the phone wasn't helpful and the guy that showed up wasn't knowledgeable.
 - They want to upgrade their house from a shingle roof to a metal roof. They have shingles now but they are missing a lot of shingles now and the shingles have deteriorated over time. The roof is only 15 years old. For the amount of money they paid for the roof they were hoping it lasted longer.
- What is keeping them from solving their problems now?
 - Finding a roofing company that will take the time to help them with their project.

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
 - The company walks you through the entire process from start to finish, Clean up of debris and nails, Danny, the representative from Accent, was remarkably meticulous and patient, professional and considerate of my situation, Communication, attention to detail
 - They now have a brand new metal roof that is going to last a lifetime. They don't have to worry about replacing the roof after 15 years. They have a beautiful roof that will impress the neighborhood and protect their family from the elements of mother nature for years to come.
- Who do they want to impress?
 - The neighborhood.
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
 - They would feel accomplished. They want to feel valued and heard by the roofing company. They want their home to be well taken care of.
 - They have a sigh of relief knowing they are protected from leaks.

- If they were to describe their dreams and desires to a friend over dinner, what would they say?
 - They would say I finally found a roofing company that arrived on time. They walked me through the entire process. They were even helpful with me in picking a color. They clean up everything around my house. They didn't leave one single nail in the yard.

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
 - They believe they aren't in the wrong because they are the customer. The problems on their roof can be fix with a good roofing company.
- Who do they blame for their current problems and frustrations?
 - They blame the roofing company they tried to get to work for them
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - Yes they tried to get another roofing company to come out and give them a quote on the roof. I think they failed because the roofing company didn't give it their best
- How do they evaluate and decide if a solution is going to work or not?
 - The company send reminders of the appointment
 - Thee company is knowledge
- What figures or brands in the industry do they respect and why?
 - Mr Roofer of Atlanta & Accent Roofing Service because they do quality work
- What character traits do they value in themselves and others?
 - Commitment
- What character traits do they despise in themselves and others?
 - inattentiveness
- What trends in the market are they aware of? What do they think about these trends?
- What “tribes are they a part of? How do they signal and gain status in those tribes?
 - Suburbs/HOA communities. They are friendly to their neighbor and get elected

Basic Avatar

[PASTE IMAGE HERE]

Name: Frank

Background Details

Age 37

Lives in the suburbs of chatsworth ga

Works as a account

Day in the life:

Frank wakes up after another storm has passed. To his surprise his roof has 3 new leaks in it again. He walks outside to find 5 missing shingles on his roof. Last month he had to replace 10 shingles. He wants to upgrade his roof but he's tired of dealing with over-priced and non reliable roofing companies.

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Metal roofer

Business Objective: Get more leads

Funnel: Via FB/Meta Ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. People who have a lot of leaks or they want to upgrade their roof

2. Where are they now?

- a. Scrolling on FB
- b. Current Levels
 - i. Pain/Desire - 8/10 They want the water to stop pouring in their house
 - ii. Belief in the idea of Metal roofing- 9/10
 - iii. Trust in Adkins roofing - Pretty low - 2/10
- c. Current State
 - i. There's water coming from the ceiling
 - ii. There's over 100 missing shingles
 - iii. Their house looks old
 - iv. Frustration
- d. Dream State
 - i. The water has stop pouring into the house
 - ii. Adkins roofing was on time, talked through the whole project, clean up at the end of everyday
 - iii. They have a nice new roof that makes their home look brand new
 - iv. Relief

3. What do I want them to do?

- a. Stop Scrolling and read ad
- b. Click the link with the intention to book a free quote

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. Stop Scrolling and read ad

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- i. Provide Authority/Trust booster
 - ii. Color contrast between the banner text/ also everything else they see on IG
 - iii. Risk reversal
 - iv. Social proof
 - v. Movement to animation
 - vi. Before and after pictures
- b. Click the link with the intention to book a session

- i. 10 year warranty
 - 1. Making a direct risk reversal play
- ii. Benefits of metal roofs
 - 1. Give them to consider getting a metal roof
- iii. Don't wait to till after the next storm - Cta to landing page
 - 1. Pushes the sense of urgency

Landing Page



CALL NOW

(Name of business)|Chatsworth, GA

Say Goodbye To Leaks - **PROTECT YOUR FAMILY FOR DECADES**

Whether you're dealing with leaks or looking to upgrade your roof, our metal roofing solutions are built to last a lifetime.

-  10 Year Warranty
-  15 Years Of Experience
-  No More Leaking Roof

Communication

From the initial meeting to the final walk-through, we maintain an open line of communication to keep you informed and involved

Schedule Your Free Roof Estimate Now – It Takes Less Than 10 Seconds

1
2
3
4
5
6

What service do you want *

Replace My Roof – For roofs that are beyond repair or old.

Install a New Roof – For new builds or when switching to metal roofing.

Repair My Roof – Fix small leaks or specific damage areas

Continue

Why Choose (Name of business)



10-Year Warranty

We offer a 10-year leak-free warranty on every new metal roof we install, giving you peace of mind for the next decade.



5 Star Reviews

Join the countless satisfied clients who have trusted us to protect their homes with a beautiful, durable metal roof that will last.



Experienced & Trusted Team

Our expert team has decades of combined experience, ensuring your new roof is installed with precision and care.



Communication

From the initial meeting to the final walk-through, we maintain an open line of communication to keep you informed and involved



On-time

Our team takes pride in always being on time, ensuring that every roofing project is completed as scheduled, without delays.



Clean up

After we finish any residential job, we understand how important it is to clean up the job site so you can resume your normal routine.

Stop Leaks and Roof Damage with a Durable Metal Roof



Do you have missing shingles and visible damage?



Is your roof leaking every time it rains?



Are you worried about the long-term effect of your home?

No matter the issue, our metal roofs will keep your home safe for decades. You deserve peace of mind and protection for your home. At (Name of business), we specialize in metal roof installations and repairs that withstand even the harshest weather conditions.

Schedule Your Free Estimate

Fill out the form below or call (762)-XXX-XXXX to book your free roof inspection.



Get A **10-Year Warranty** On A New Metal Roof!
It only takes 30 seconds to stop leaks for good!

NAME	Phone
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Free Estimates

Here's Why Metal Roofing is the Smartest Investment for Your Home:

- ✓ Long-lasting protection: A metal roof lasts decades longer than traditional shingles.
- ✓ Energy-efficient: Reflects heat, lowering your energy bills.
- ✓ Low maintenance: No more worrying about missing shingles or constant repairs after a storm.
- ✓ Curb appeal: Instantly upgrade your home's appearance.
- ✓ Metal Roofs provide that soothing 'pitter patter' when it rains





A Roofer You Can Trust

At (Name of business), we understand the frustrations of dealing with missing shingles, and unreliable contractors. Whether you're dealing with an urgent roof repair or looking to upgrade to a durable, long-lasting metal roof, we're here to guide you through every step. Our dedicated team values your time and is committed to delivering on our promises, from showing up on time to leaving your property spotless. You can trust us to provide a reliable and professional service.

We are committed to quality and clear communication, ensuring your roofing project is hassle-free. Let us help you protect your home and give you a roof that lasts and adds value and beauty to your property.

Our Customers Say It Best



JESSIE S.

“Dewayne is truthful and honest. They do a great job. Never leave you in the dark on what they are doing and what's going on. Very straight forward and professional. I highly recommend them. In fact they have done two of my places and my dad's. So, you can't go wrong with Adkins roofing.”



TIA C.

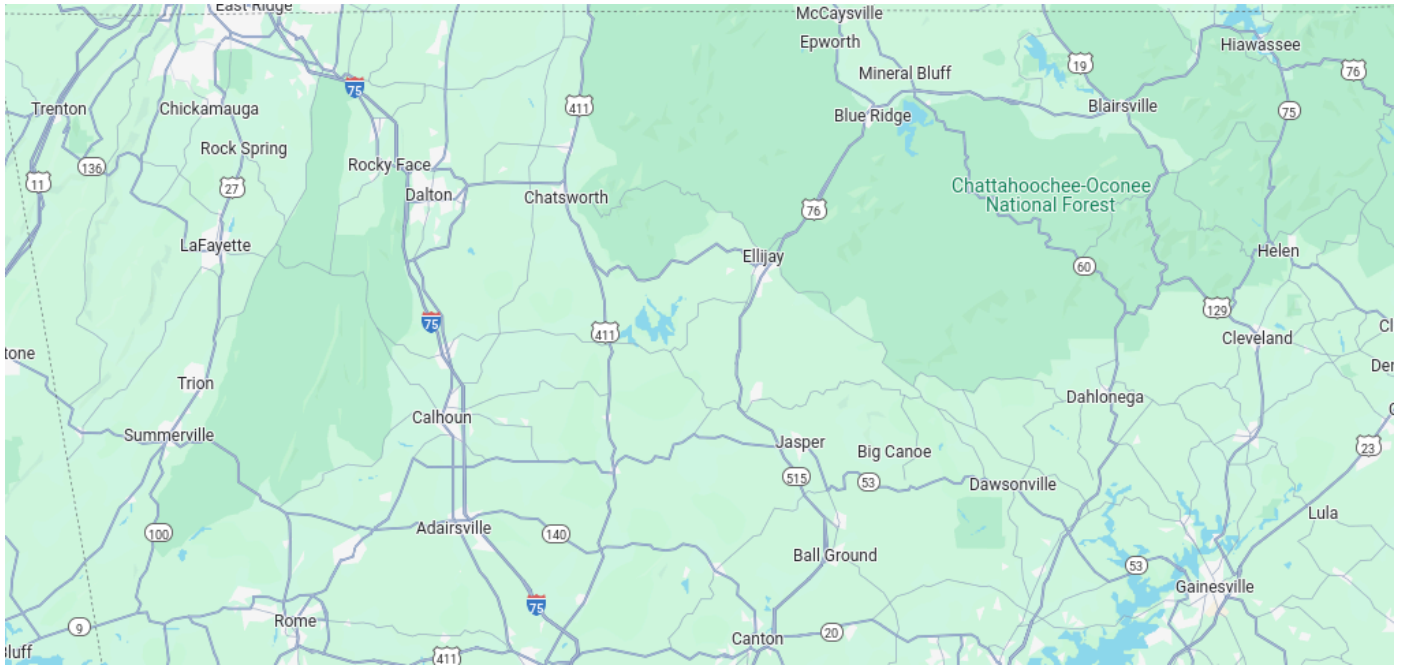
“Adkins Roofing LLC is who came out to give me an estimate. Dewayne and his brother were kind, respectful and our concerns were their concerns. They gave me a good price and worked hard from the time they started til the time they finished. Best person...company for the job. I will recommend them to anyone I know who asks for recommendations. Thank you so much for all you do and for a great job you did on our house.”



MATTHEW W.

“Dwayne did a fabulous job on are mobile home underpinning great price showed up when he said he was going to and got the job done in a timely manner. Thanks again for the outstanding work”

Serving North West Georgia & **Nearby Areas**



OUR SERVICE AREA

Bartow County

Adairsville, GA

Catoosa County

Ringgold, GA

Cherokee County

Ball Ground, GA

Canton, GA

Holly Springs, GA

Waleska, GA

Woodstock, GA

Cobb County

Kennesaw, GA

Marietta, GA

Fannin County

Blue Ridge, GA

Mineral Bluff, GA

Floyd County

Rome, GA

Gilmer County

Ellijay, GA

Gordon County

Calhoun, GA

Hall County

Gainesville, GA

Murray County

Chatsworth, GA

Eton, GA

Towns County

Hiawassee, GA

Young Harris, GA

Whitfield County

Cohutta, GA

Dalton, GA

Rocky Face, GA

Tunnel Hill, GA

Varnell, GA

Don't Wait For The Next Leak— **Contact Us Today**

Get a Free 10-Year Warranty When You Upgrade!

CALL NOW



Facebook Ad

🔥 Tired of Roof Leaks? Sick of Shingles Failing You? 🔥

Why Choose a Metal Roof?

- ✓ Lifetime Protection – Never worry about leaks again with a roof that lasts up to 70 years!
- ✓ Minimal Maintenance – Say goodbye to replacing shingles after every storm.
- ✓ Peace of Mind – 10-Year Warranty and our team shows up on time, every time.
- ✓ Boost Your Curb Appeal – Make your home the envy of the neighborhood with a sleek, modern roof.

Tired of roofing companies that let you down?

At Adkins Roofing, we're trusted for a reason. We guide you through every step, communicate throughout the project, and leave your yard spotless—guaranteed.

⚠️ Don't wait for the next storm to cause more damage! ☁️

Click below to schedule your FREE estimate and claim your 10-year warranty today!



Before



After