

**Business Type:** Kitchen Renovation Company

**Business Objective:** Bring active buyers from Google to a call with Ivan (they should be warmed/excited/hyped enough to actually buy)

**Funnel:** google ad → website → phone call

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## WINNER'S WRITING PROCESS

### 1. Who am I talking to?

#### a. Homeowners in Mississauga

mississauga homeowners kitchen

### 2. Where are they now?

- a. Current state – sitting frustrated in their old kitchen dissatisfied, decided to hire a contractor but not sure which one they should pick
- b. Dream state – relaxed and calm in their new modern personalized sustainable kitchen
- c. Roadblock — don't know which contractor they should hire for their kitchen renovation project
- d. Solution — find someone who can explain what aspects should meet good contractor and who's a good contractor by himself
- e. Product — contractor with "blog post" related to that topic who can sell them their services after educating
- f. Awareness level 3 — solution aware — they know that contractor services can deliver them the result, we just need to show our contractor services as the best option, the fastest the safest etc.
- g. Sophistication stage 5 — tired of everything — we're gonna reframe the current mechanism and claim that this is a new one, we're going to play a lot on the new identity that they'll get with that kitchen, and pleasant experience during the process.
- h. Current level of desire – 8/10 – they're actively seeking for a solution of their problem but there's also a little bit of space that we can accumulate to increase it (show them something stunning that they didn't know about before)

- i. Current level of certainty in idea – 5/10 – they know that construction companies can deliver result but they don't know the exact one that can do it, so that we need to outstand from the crowd
- j. Current level of trust in our company – 0/10 – we're exact the same unknown blob on internet for them like other companies in that Google search query

### 3. What do I want them to do?

- a. Leave a number with an intent to sign a contract with us in the future
- b. Perceived costs:
  - i. Read the whole copy
  - ii. Leave their number and willing to speak for a few minutes
- c. Required certainty – 10/10 – we'll educate them on our unique mechanism and tell them a hero's story
- d. Required trust – 10/10 – they need to make sure that we can provide them healthy modern holistic kitchen
- e. Biggest objections
  - i. Communication
  - ii. Costs
  - iii. Design
  - iv. Schedule/deadline
  - v. Craftsmanship
  - vi. Sustainability


### 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. Feel ready to pick the right contractor after being educated by us on that topic
  - i. Teasing the secret sign and referring to customer's story where that secret played key role
- b. Experience the emotional up & downs while reading our customer's story
  - i. Hero's journey
    - 1. Customer came to different contractor without knowing that sign and got painful experience
    - 2. Customer got a sword which is health focused renovation
    - 3. Customer is satisfied with his dream kitchen
- c. See our innovative approach as the best opportunity that they have right now
  - i. Acknowledge that other contractors don't care about their health
- d. Feel worried about their kids & family of being under threat with their current kitchen
- e. See that we're caring about their health because we're using holistic approach
- f. Become sure that we're trustworthy contractor and have no objections (demolished)

- g. Feel urgent need in working with us to get their dream kitchen because their current kitchen get them in danger

## AMMUNITION (you can skip if you want)

### 1) WHO ARE YOU TALKING TO? (RESEARCH)

- a) Information about people who'll read our copy
  - i)  mississauga homeowners kitchen

### 2) HOW THEY THINK ABOUT THEIR PROBLEMS (CURRENT DREAM STATE ETC.)

- a) Their current situation in details
  - i) Current state – sitting sad in their old kitchen dissatisfied, decided to hire a contractor but not sure which one they should pick
  - ii) Dream state – relaxed and calm in their new modern personalized sustainable kitchen
  - iii) Roadblock — don't know which contractor they can trust for their kitchen renovation project
  - iv) Solution — find someone who can explain what aspects should meet good contractor and who's a good contractor by himself
  - v) Product — contractor with blog post related to that topic who can sell them their services after educating

### 3) HOW TO POSITION YOUR OFFER (SOPHISTICATION AND AWARENESS)

- a) Stages, levels, exact phrases
  - i) “Avoid choosing bad contractor by knowing what's the most crucial aspect of choosing that dream team”
  - ii) Awareness level 3 — solution aware — they know that contractor services can deliver them the result, we just need to

show our contractor services as the best option, the fastest the safest etc.

- iii) Sophistication stage 5 — tired of everything — we're gonna reframe the current mechanism and claim that this is a new one, we're going to play a lot on new identity that they'll get with that kitchen, and pleasant experience during the process.

#### 4) MASTER ATTENTION

- a) What catches their attention
  - i) Movement and pattern interrupt at the beginning of the website with text

#### 5) AMPLIFY DESIRE (1ST SCALE)

- a) Their level of desire to get the result
  - i) Fear of lost + identity dream kitchen owner
  - ii) Amplifying existing desire "kitchen reno can be done easily without friction if the right team shows up"
  - iii) Decreasing time and effort by saying that our team handles it all so you can sit back and relax
  - iv) "Months of unlimited stress now can be avoided by working with our team"
  - v) They'll be embarrassed being scammed by hidden costs so we can play on it like how to also avoid it by working with us claim proof proof proof
  - vi) Comparison dream kitchen without friction in 3 months instead of changing bad contractor for years being stressed
  - vii) Desire analogy like watching other people having that dream state
  - viii) Shit in their oasis current kitchen by cranking pain and cranking desire by sipping orange fresh with their husband at sunday morning
  - ix) See hear smell taste feel mother's meal in your childhood use sensory information
  - x) Emotional associations — we should accumulate them
  - xi) Steal sensory from testimonials

- xii) Happiness - in just a couple of months you will be able to drink juice in the morning with your loved ones in your new kitchen, or be left without such pleasure in the old gloomy kitchen that does not make you happy every day
- xiii) Their secret desire - for the kitchen to reflect their personality and personify their essence so that others can see it
- xiv) “Once you'll have your dream kitchen you'll X Y Z”
- xv) You can mark the easy path for them by the fact that in order to get started, they just need to leave their number. That is, it may even be nice to add that there will be a quote on the same day. Something like that.
- xvi) So, it turns out that we will indicate to them that yes, this is a simple path. And let's say that the quota allows them to get closer to their dream. And when all this is done, the quota and the process are completed, then they will be happy to live in their new kitchen. Well, that is, you can stuff them with more
- xvii) Future pacing can do such a thing that they will sit with a cup of coffee on Sunday morning and with their family and enjoy their high-quality cool kitchen as they sit there will never again be a boring morning and not invigorating there will be no boring mornings there will be no boring coffee will be invigorating

## 6) CONTROL CURIOSITY (FASCINATIONS)

- a) Maintain their interest using curiosity
  - i) Tangible fascination about dream kitchen always "we can show them their lifestyle without focusing on a thing at all, smooth talk"
  - ii) “You're gonna be scammed if you don't know this truth about kitchen renovations”
  - iii) Changing their focus depending on the depth of the funnel - the deeper, the longer you can not change, but it's better to do it a little faster (Prof. Andrew advice)
  - iv) “By the end of our story you know better you desires for your dream kitchen”

- v) “Now we'll show you the 3 signs that the designer can understand your vision and get your dream kitchen built right”
- vi) “If you had misunderstandings with the designer in the past then you should make sure that you follow these 3 important requirements of making your dream design come true”
- vii) “Better than other companies. Discover why we're the best in the market and how it is actually wired to human senses and health. And it's not about our most transparent pricing. Not about our excellent craftsmanship. It's about the divine purpose of making dream kitchens. And it's a health and wellness etc etc etc etcetcetc”
- viii) “You might be curious why people spend around 50k for their renovation project but getting poor workmanship and communication?”
- ix) “We're the best renovator in mississauga - see why”
- x) At the beginning of the blog post “As a company with 100 years of combined experience in that industry we can precisely show you the pros and cons of that process”
- xi) If we talk about all their objections first, then later we will have more space for identity play
- xii) “How to avoid being tricked while choosing the right contractor”

## 7) ESTABLISH TRUST AND AUTHORITY (3RD SCALE)

- a) Faith and respect for the source/person/company that offers them their dream
  - i) “You'll never ever make a mistake while choosing the best renovator”
  - ii) “You will not fall into the season of increased prices since we have transparent and stable prices”
  - iii) Comparison block ticks ticks crosses our company and a regular reno company
  - iv) Compare not neutral but something cool and bad

- v) “By working with us your kitchen is gonna be made with all 5 senses but the common contractor is gonna build it with only 1, visual sense”  
(hummingbird hill company subtly tells it not like that straight like I did here)
- vi) We should build rapport with the reader while educating them
- vii) Empathy for the reader that we know their temporary current state
- viii) “I'm not gonna charge you a ton so i think that cheaper kitchen is gonna fit you better I'm doing it for you caring”
- ix) Revealing how world works last trust shortcut is exact same thing with 5 senses

#### 8) INSPIRE BELIEF (2ND SCALE)

- a) Belief in the viability of the idea to bring the desired result
  - i) Beliefs
    - (1) Transparent costs
    - (2) Clear communication
    - (3) Personalized design
    - (4) Meeting the schedule/deadlines
    - (5) Excellent craftsmanship
    - (6) Sustainable materials/cabinets that can last for decades
  - ii) Claims and proofs
    - (1) We'll never bring to your projects some hidden expenses, because when you're signed the contract with us, you'll pay only for what you signed for, transparency is our friend
    - (2) We'll keep you constantly updated on your project since your own manager is gonna be always available. Moreover, you can ask him any question that worries your mind to make sure that you also experience our transparency through communication.
    - (3) What you envision, we bring to life. Your personal designer will listen to your preferences and using decades of experience designing interiors will list out all of the

available options. Your freedom is your right — either you make everything how you want it, or you can rely on the designer's suggestions while sitting back and relaxing.

- (4) Always on schedule. Our team has 100+ years of combined experience in specific aspects of renovations and meeting deadlines as every professional should. If they're missing deadlines and breaking schedules — then they'll be punished, including penalties. You can always rely on the project manager with that question because he'll always double check that workers are going to be on time.
- (5) Built with quality. Our craftsmanship is focused on details, because they matter a lot. Who wants their dream kitchen built with mistakes? No one. That's why each of our members has 15+ years of experience in that space and through the time achieved the excellence of building precisely and accurately.
- (6) Sustainable materials and cabinets that last for generations. We're working only with the best suppliers in your area who have proven their quality through thousands of projects and orders.

9) [CTA](#)

- a) How to competently call them to action and crank their pain and desire
  - i) Right at the end sexy fascinations with a claim of kitchen reno like as we did in our current page
  - ii) “Don't let that curiosity die out, don't risk your dream kitchen and your healthy nerves”
  - iii) 2 way close “Either get a free quote and 3D design or stress about finding a good contractor way more”
  - iv) What if we claim at the end that we're taking projects from certain people who matches our requirements, and then say requirements like loving their home bla bla bla, just another



trick to show our abundance, that we're like elite company and not open for everyone and they'll perceive "our group" as the elite one and we'll increase their desire to buy from us, a bit of scarcity

- v) Demand generates demand so we can show them that we're not open for everyone, but for those who are willing to wait a few months, consistently show up, who's going to love their kitchen.
- vi) We're basically flipping the whole thing and making them commit to our requirements, not us persuading them
- vii) CTA idea: no call us button, no huge forms, only black rectangle "Leave us your number and we'll call you back soon"
- viii) "We're only taking a few more exceptional projects till the end of this year so if you're reading this then you're lucky enough to have an opportunity to get your spot"
- ix) "We're taking a client if he's serious about helping us embody his dream kitchen"

#### 10) DEMOLISH OBJECTIONS

- a) Eliminate all objections they have about your product and you.
  - i) Reframe the belief for example they gonna think that's the most important factor in kitchen reno is X but we gonna say like no don't look at these companies that a lie and you should focus on Y so that's what we have
  - ii) They're aware of awful experiences that people get from poor companies. We'll guarantee them "something"
  - iii) We change the problem to an opportunity. And that's the funny thing. Yes, it works to give them hope, to show them that they have more power. Therefore they should buy from us. That is, they will not accept it. This is not a problem, like waiting for renovation. On the contrary, it will be a fun process. and they will be able to share their thoughts and help the new dream as much as possible, and they themselves will be happy in the end that they did it, and that's all.

11) [STORYTELLING](#)

- a) Tell them the story of the heroic journey of yourself or a client that matches their situation, turns off their consciousness and gives you the opportunity to convince them more easily
  - i) Meet Sarah who came to our company after another contractor did a bad renovation and took a lot of money for poor craftsmanship. Sarah wanted to update her outdated and depressed-looking kitchen that she got after buying that home. She evaluated which is the better contractor by the number of reviews and got in touch with that company. Bold promises got her that excited feeling that she will finally have a kitchen that not only brings happiness to her soul each morning, but also represents her shiny personality which her friends can clearly see. But things got worse after this happened... After she paid the first-half of the payment, the project manager became quiet. At that point, SHE became the initiator of each dialogue. She was begging for updates, while the company was living her without replies for DAYS... She promised to herself that she will hold the nerve because her new kitchen will pay off every negative moment that she'll experience during that project. But she was too optimistic. Like REALLY optimistic. Once workers of that company arrived, the real nightmare began. As she described to us, word by word, "3 guys came to her house to demolish her old kitchen and they actually destroyed it in a dangerous way....."

12) [TRIBAL MARKETING](#)

- a) Show how the product will pump them up in the tribe and increase their status and affiliation
  - i) We're selling an identity, who they will become. And that is, like, for example, to show how a girl stands, drinks juice, freshly squeezed, for example, in the kitchen on a beautiful morning. Such a life awaits them, plus a commitment can be made that if you are not ready, like, for your dream life, then you won't be able to make a dream kitchen like that.

- ii) It turns out that these micro comments will make macro, that is, we will make a bunch of micro comments that will promise them that people like happy kitchens do this and live like this, that is, we will train them and they will not think at all that there is a process there is not a process they will be, we will immerse them in the kitchen of their dreams, roughly speaking, we will tie them to this identity, that you want to be a happy person with a kitchen, something like that.
  - iii) We will also need to connect Maslow's pyramid to our copy, moving from the highest layers of needs, leading to the most basic ones. That is, the kitchen is first a reflection of status, a reflection of personality, then the kitchen is a safe place, the heart of the home, then the kitchen is where you eat, and it makes you live and rejoice.
  - iv) Tribe — elite & happy homeowner with healthy family
  - v) We will talk about Dream Kitchen, but at the same time we will sell them being and belonging to a group of homeowners who have high-quality, awesome, luxury kitchens that they can show to friends. revered and respected for this.
  - vi) It turns out that if we demolish their objections and the biggest ones, then we can also play like those, well, hobbies, happy homeowners, whoever you want to become, they went through something new, that is, let's say they waited, say, 3 months for their kitchen to be ready. That is, they accepted this path and shared their thoughts as much as possible along the way so that the project manager and workers made their dream a reality.
- 13) [COMMON COPY FORMATS](#)
- a) Using long form outline

**DRAFT**

## [WEBSITE](#)

### The Easiest Way to Find a Kitchen Contractor Who Won't Fool You

You've decided it's time for a new kitchen.

Your old one doesn't fit your style, doesn't work the way you need it to, and just doesn't make you excited to cook or spend time there anymore.

But finding the right contractor is hard because everyone makes big promises. So how do you know who will finish the job and who will take your money and disappear?

There's one simple thing you can look for to figure out who the best contractor is.

It's a sign that tells you if they really care about you.

Have you ever wondered why some people spend thousands on a kitchen renovation only to end up with bad results and worse communication?

It's because they didn't know about that one thing.

Before I tell you what it is, let me show you what happens when you don't know it.

Meet Sarah, one of our happy customers who went through a terrible experience with her previous contractor...

She came to us after another contractor ruined her renovation and charged her a lot for poor workmanship.

Sarah wanted to update her outdated and depressed-looking kitchen that she got after buying her home.

She evaluated which is the better contractor by the number of reviews and got in touch with the company that had the highest one.

The company made big promises, and Sarah got excited. She thought she would finally have a kitchen that made her happy every morning and reflected her bright personality for her friends & family to see.

## But things got worse after this happened...

After she paid half, the project manager disappeared.

At that point, SHE became the initiator of each dialogue.

She was begging for updates, while the company was leaving her without replies for DAYS...

She told herself to stay calm, believing that her new kitchen would make up for all the stressful moments.

But she was too optimistic. Like REALLY optimistic.

Once workers of that company arrived, the real nightmare began.

## She told us that three workers came and carelessly demolished her old kitchen

Sharp edges of construction debris were scattered everywhere, making it dangerous to be in the kitchen.

When Sarah asked the workers to clean up, they said no and claimed they weren't paid for that.

This was the last straw for Sarah, and she decided to cancel the contract with the company.

She reached out to the project manager, who hadn't responded to her since receiving the contract payment.

But this time, when money was involved again, he replied quickly, though the response was disappointing.

When she requested a full refund and contract termination, he only agreed to the latter, reasoning that the workers had already spent some time working in her home, and she would only get a refund for the materials.

Sarah was frustrated and took whatever refund she could get, just to end the nightmare and never deal with them again.

## From then on, she became more skeptical when looking for contractors...

She even reached out to friends who had completed their own kitchen renovations, desperate to finish hers after the previous contractors had left it a complete mess.

One of those friends was Jacob, who had his kitchen renovated by us a few years ago. His family is still satisfied with the quality of the materials, just like when it was first done.

Jacob hinted to Sarah that our company is different from other local contractors.

He was referring to a specific sign that allows you to scan any contractor and know whether they're worth choosing or not.

Sarah trusted Jacob's recommendation and decided to contact us, although she remained very skeptical after her bitter experience with the failed renovation.

We had a big responsibility, not only to create a stunning kitchen but also to make Sarah forget her previous renovation experience.

We provided Sarah with a free quote, created a 3D model of her new kitchen, and started fixing the mess left by the previous contractor.

Carefully removing the remnants of her old kitchen, approving the design Sarah wanted to bring to life, and even getting her to agree to some designer adjustments, we ordered the materials and everything necessary to build her dream kitchen.

The workers arrived on the scheduled time, paying close attention to detail, and recreated the kitchen she had always dreamed of.

Afterwards, we cleaned up, gave her a basket of fruit, and left her to enjoy her new kitchen, finally putting an end to all the stress.

But as Sarah admitted, during her work with us, she didn't feel any stress at all.

She remembered Jacob mentioning what makes us different from other contractors—how much we care about our clients' health—and she saw this in every step of the process.

The entire renovation process was focused on providing the healthiest environment possible for the client, both mentally and physically.

But the care doesn't stop there. The final result has an even greater impact on a person's health, as it's built to last for generations, right?

Later, Jacob told Sarah that this care for health only strengthens with the final result.

Now, if you find yourself choosing a contractor, this one sign will help you make the right choice.

Because most contractors don't think about their clients' health the way we do.

With 30 years of renovation experience, we focus on health and use our '5 Senses Approach' to make every kitchen feel perfect.

## What is the 5 Senses Approach?

It's a way of designing kitchens that don't just look amazing but also make sure everything you see, smell, hear, touch, and taste is healthy and good for you.

Most companies only focus on how the kitchen looks. Sure, they can create something beautiful, but not necessarily healthy.

Without considering all five senses, the kitchen lacks harmony and doesn't provide a healthy atmosphere.

## This lack of attention can lead to various health problems:

- Poor ventilation traps cooking fumes and chemicals in the air, increasing respiratory issues

- Low-quality insulation allows drafts and dampness, making the space cold and uncomfortable

- Cheaper materials often emit harmful substances, like formaldehyde, which can lead to long-term health concerns.

- Weak kitchen soundproofing means loud noises, like a blender or mixer, carry into other rooms, disturbing family members and adding stress to what should be a calm, relaxing space.

Other companies don't think about this and only aim to change the appearance of the kitchen.



But in every kitchen renovation project, we strive for harmony of the five senses.

## Using Sarah's project as an example, you can clearly understand the uniqueness of our 5 Senses Approach:

### **\*\*SIGHT\*\***

We installed lighting that mimics natural sunlight, helping Sarah feel more energized, happier, and even sleep better. This not only made the kitchen visually appealing but also greatly improved her overall well-being.

### **\*\*TOUCH\*\***

We upgraded her kitchen with PassiveHouse™-inspired insulation and high-performance materials, ensuring consistent, comfortable temperatures. This created a cozy, welcoming space for the family to cook, eat, and connect.

### **\*\*SMELL\*\***

Our advanced ventilation systems purified the air, eliminating harmful compounds and allergens. Sarah immediately noticed the difference — no more lingering cooking smells, just fresh, clean air that made breathing easier and healthier for the whole family.

### **\*\*TASTE\*\***

We installed top-of-the-line water filtration, so every drop used for drinking and cooking was pure. This improved their health and made meals taste even better.

### **\*\*SOUND\*\***

We added soundproofing to cut out noise from appliances, creating a peaceful, quiet kitchen where cooking and dining became more relaxing.

The harmony of the 5 senses gave Sarah and her family the same joy Jacob experienced. They woke up excited every day, standing in their new kitchen, enjoying fresh orange juice as the sunlight filled the room.

Now, knowing this secret, we'll reveal 6 more about our renovation process:

**Transparent Costs.** We never add hidden costs to your project. Once you sign the contract, you'll only pay for what's agreed. We believe in being completely open and honest with our pricing.

**Clear Communication.** We'll keep you updated every step of the way, and your personal manager will be there to answer any questions you have. You'll never be left in the dark.

**Your Own Design.** What you envision, we bring to life. Your personal designer will listen to your preferences, and with decades of experience, they'll present all available options. You have the freedom to make every decision, or you can trust our designer to guide you and relax while they do the work.

**Missed Deadlines = 0.** Our team has over 100 years of combined experience in specific areas of renovation and meeting deadlines, as any professional should. If anyone misses a deadline, they'll face penalties. Your project manager will double-check to ensure workers stay on time.

**Perfect Craftsmanship.** Our craftsmanship focuses on details, because they matter. No one wants their dream kitchen to be built with mistakes. Each of our team members has over 15 years of experience, achieving excellence in precision and accuracy.

**Top-Notch Quality.** Sustainable materials and cabinets that last for generations. We work only with the best local suppliers who have proven their quality through thousands of projects.

You might have seen similar promises from other contractors. But do those promises mean anything if they don't care about your health?

**We never ignore our clients' health.**

We make sure your kitchen supports both your well-being and your home's comfort.

A kitchen is more than just a cooking space. It's where your family gathers to eat and share memories. It's the heart of your home and should support your health and happiness.

And it's worth mentioning your current kitchen, which might have been built by contractors who didn't prioritize your health.

**Hidden spaces for pests.** Poorly installed or low-quality materials, like cheap baseboards, can loosen, rot, or pull away, creating hidden spaces where pests can nest. These pests bring health risks, especially in food preparation areas.

**Bad fire alarm system.** An improperly installed or outdated kitchen fire alarm might fail in an emergency, risking a house fire—especially dangerous in kitchens with older wiring or gas appliances.

**Poor window insulation.** Old or poorly sealed windows let in drafts and moisture, raising heating bills and creating conditions for mold, particularly problematic in high-humidity areas like kitchens.

**Low-quality wood.** Unsealed or poorly treated wooden cabinets and surfaces quickly absorb cooking smells, warp, or even rot over time, becoming breeding grounds for mold and bacteria.

That's exactly why most contractors who renovate kitchens don't want to draw your attention to health — for them, it's more energy-consuming and costs money.

In just a few months of working with us, you can have your healthy kitchen — without the stress of dealing with bad contractors like Sarah did.

Right now, you have two options:

— Close this page right now and keep stressing and searching for a contractor who cares for your health (most don't) for MONTHS if not YEARS...

OR

Get a free quote and 3D design from us and start your smooth journey towards healthy and holistic kitchen that enhances your capacity to thrive

Don't let your curiosity fade. Don't risk losing out on your dream kitchen or peace of mind.

Here's a heads-up: we're only taking on a few more projects before the year ends. If you're reading this page and it's live, there's still time to grab your spot.

## Here are the requirements to start your kitchen renovation with us:

— You're serious about creating your dream, healthy kitchen.

— You're willing to communicate openly with us throughout the process, asking any questions you have.

— You want a kitchen that promotes health and longevity for your family, lasting generations and providing wellness.

— You're seeking more than just a renovation. You want a personalized space that reflects your inner beauty and impresses your circle of friends.

## Ready to start creating the kitchen of your dreams?

Leave your phone number below, and we'll get in touch soon to see if we're the right fit.

{CTA form}

{6 Testimonials}

{CTA form}