

- 100 Pushups → <https://rumble.com/v5atklg-100-pushups-5.html>
- This is a meta ad that is retargeting the people who have clicked on the lead magnet link with a free guide we are offering. Goal was to get leads.
- This has not been tested yet

Winners Writing Process: (Retargeting ad)

- What specific business objective am I seeking to accomplish with this project? Why is it important? → I am seeking to generate as many leads as possible with instant forms and messenger through running meta ads.
- What part of the online presence/ funnel is needed to achieve this business objective? → These people are scrolling on FB or Instagram. They are already somewhat familiar with our brand as they clicked on the link for our free value sign up. (Some signed up, some didn't)
- 1) Who am I talking to? → I am talking to home or business owners in Louisiana, typically folks with a business and assets to lose. They have seen some of our content and page but decided not to purchase security yet. I am talking to both genders from 35-65 years old. First time homebuyers or developers are top customers.
- 2) Where are they at now? → They are currently scrolling on FB. They currently either have security systems or they need some. Their dream state is peace of mind, a good security team that installs every square foot of their home with reliable security, nothing that will break the bank, monitors it all for them and shows them how to use the products. They are solution aware (aware of security systems and smart home products as the best choice for their home). Their market sophistication is 2-3 (they are a little tired of just better security systems and could use a new mechanism like smart home products) Their pain/deam level is at a 2. Their certainty level is at a 6 and their trust is at a 4-5. Their cost threshold is pretty high. Trust threshold is medium.
- 3) Where do I want them to go? → I want their pain/dream level to be at 9. I want their certainty to be at 8. I want their trust to be at 9. I want to lower their cost threshold. I want them to fill out the form and take action because I got these 3 levels right.
- 4) What are the steps I need to take to take them from where they are now to where I want them to go? → First grab their attention, then I need to increase all 3 levels, I need to lower the cost threshold, I need to have an irresistible offer, and I need to have a simple and clear CTA. I need to keep it extremely simple and make it sound like a normal human wrote it. Not too long either.

- The reader's roadblocks are that they don't have proper security and convenience in their properties. The solution/mechanism is our security team that provides cameras, alarms, monitoring, check-ups
- My personal analysis→ The flow doesn't seem as smooth as it could be. The headline isn't amazingly attention-grabbing. I wanted to call out the target audience while keeping it simple, but maybe I could use some curiosity statement or opportunity/threat hook.
- The value equation→ The dream outcome is solid as there is a personal safety and satisfaction guarantee from a trusted company with no hassles or anything. The perceived likelihood of success is high as it is guaranteed to work and using logic security systems usually work, the effort+sacrifice is low because they are receiving a free security plan for their property and they are a trusted and reputable business so the reader doesn't have to worry too much, the time delay is very low as it starts working for them immediately when installed into their home.

Actual copy:

Are you a Louisiana homeowner or business owner in need of security?

We're a reliable and reputable, cost-effective security provider trusted by over 10,000 Louisianans like you. Our premier systems with lifetime warranties and on-site training guarantee satisfaction and your personal safety.

No hassle, no headaches—just peace of mind from a team that's always there for you.

For a limited time, receive a personalized security plan tailored to your property, plus our 'Ultimate Home Safety Guide.'

Fill out the form below, and we'll reach out to you!

P.S. We also offer smart home products like smart locks, lights, thermostats, and garage doors to automate your home.

AI Version revision:

"Louisiana Homeowners: Is Your Property Truly Protected? 🏠

Protect What Matters Most with Louisiana's Most Trusted Security Provider and Join 10,000+ Louisianans Who've Secured Their Homes & Businesses with Us.

Feel Secure with Our Premier Systems—Guaranteed for Life, Backed by On-Site Experts.

Limited-Time Offer: Zero Down on Installs + a Free Security Plan Tailored to Your Property When You Fill Out the Form Today!

P.S. Want Even More Control? Ask About Our Smart Home Automation Products!

My addition to AI:

"Louisiana Homeowners: In Need Of a Security Upgrade? 🏠

Stop Living in Fear and Uncertainty Everyday Wondering if You'll Even Be Safe to Return to Your Own Home or even go to bed at night.

Join 10,000+ Louisianans Who've Secured Their Homes & Businesses With the Most Trusted Louisiana Security Provider.

Feel Secure with Our Premier Systems—Guaranteed for Life, Backed by On-Site Experts.

Limited-Time Offer: Zero Down on Installs + a Free Security Plan Tailored to Your Property When You Fill Out the Form Today!

P.S. Want Even More Control? Ask About Our Smart Home Automation Products!"

Revised version: → Use for retargeting ad and use jack's copy for general audience of Louisiana

🔥 Louisiana's crime rate climbs 67% above the national average. Here's why LA Alarms is your top choice for deterring property crime.

Many people go through life thinking they are invincible or that a robbery could never get to them, only to be left in a state of shock and devastation when an unforeseen event actually occurs. The reality is that you have a 1 in 37 chance of experiencing property crime in Louisiana, and if you live in an urban setting your chances are nearly tripled.

Now, why are we the right choice in fortifying your property against this real and imminent threat?


- 10,387 Satisfied Louisiana Homeowners ✓
- Guaranteed satisfaction for Life, Backed by On-Site Experts ✓
- Verify all visitors, 24/7 Monitoring, and immediate notifications for suspicious activity ✓
- Control your home digitally from virtually anywhere ✓
- A friendly, responsive, and supportive team ✓

Your peace of mind is priceless. Our commitment to your safety is certain.

Get our end of summer promotion: Zero Down on Installs + a Free Security Plan Tailored to Your Property When You Fill Out the Form Today!

(Make the description about the zero down install)

Final Version (retargeting):

 **Louisiana's crime rate climbs 67% above the national average. Here's why LA Alarms is your top choice for deterring property crime.**

Many people go through life thinking they are invincible or that a robbery could never happen to them, only to be left in a state of shock and devastation when an unforeseen event actually occurs. The reality is that you have a 1 in 37 chance of experiencing property crime in Louisiana—and if you live in an urban setting, your chances are nearly tripled.

So, why is LA Alarms the right choice for fortifying your property against this real and imminent threat?

- **10,387 Satisfied Louisiana Homeowners** ✓
- **Guaranteed Satisfaction for Life, Backed by On-Site Experts** ✓
- **Verify All Visitors, 24/7 Monitoring, and Immediate Notifications for Suspicious Activity** ✓
- **Control Your Home Digitally from Virtually Anywhere** ✓
- **A Friendly, Responsive, and Supportive Team** ✓

Your peace of mind is priceless. Our commitment to your safety is certain.

Get our End-of-Summer Promotion: Zero Down on Installs + a Free Security Plan Tailored to Your Property When You Fill Out the Form Today!

One step lead gen:

Got a new home in Louisiana without security?

Need proper security to protect what's important?—your well-being, prosperity, and memories made.

When someone invades your house, it just no longer feels like a home.

As a security company, we've protected well over 10,000 Louisiana families night and day.

Here's why people are choosing us for peace of mind:

- ✓ Guaranteed satisfaction for life, backed by on-site experts
 - ✓ Verify all visitors, 24/7 monitoring, and immediate notifications for suspicious activity
 - ✓ Control your home digitally from virtually anywhere
- friendly, responsive, and supportive team
- down on installs
- ✓ \$0
- ✓ A

If you are interested in Security such as Alarms, Cameras, Smart Locks, You name it...

Then fill out the form attached to this ad. We will get in touch with you and get to work planning your safety for a lifetime of comfort.

Get our end of summer promotion: Zero Down on Installs + Free Security Plan Tailored to Your Property When You Fill Out the Form Today!