

Who am I talking to?

Homeowners or tenants, property managers, real estate agents, and small business owners who are looking for gip fixers to repair or replace their plasterboards.

majority men, significant number of women.

Age: 30 to 60

- Income level?

middle-income earners to high-income earners who own or manage properties

- Geographical location?

central Auckland, North Shore, and West Auckland. Suburbs with older properties may also require more renovation and maintenance work.

Where are they now?

Desires: They want a well-designed and functional living or working space, plasterboards to be fixed and smooth.

Pains and Frustrations: Frustrated with the current state of their property like cracked, uneven plasterboards, previous contractors, overwhelmed by complexity of not clear communication, quality of materials, concerned about cost.

Feelings and Emotions: Excited about potential, anxious about decision-making, satisfied with successful outcomes like smooth and flawless plasterboards.

Beliefs: Investing in property improves quality of life, hiring professionals is crucial, planning and communication are essential.

Road blocks: Finding trustworthy contractors, navigating the construction process, balancing desired outcomes with budget, effectively communicating design preferences.

Solution: read the copy, call us for advice then we're gonna take a look at the place and provide the offer like repair or renewal.

Objectives:

I want my client to get more clients to call him.

Steps:

First to get their attention, amplify their emotions, solution or offer and CTA.

Note: this is a summary of market research i have.

My personal analyse:

Weaknesses: Testimonials, before and after of the work, the owner's presence.

This is my latest copy and I have implemented the other lessons into the other copies.

i have been doing copies for my uncle's business, he has a small construction company that includes gip fixing, plastering, painting, he does the gip fixing himself and he offers the other two to his friends or partners and he hasn't got any work for himself, all the calls he gets is about other services.

So now his target audience is not much.

Now i am learning how to write copies, i learned from my mistakes.

I have watched the mini course of run ads and make money and got the tips.

My post reach is decreasing everyday i dont know why?

I need your guidance.

Thanks

Note: this is facebook copy

Say goodbye to cracked plasterboards and hello to smooth walls with our expert gib fixing in Auckland. Hassle-free service awaits! Visit our website to schedule your transformation today, or keep staring at those cracked walls.



GIB FIXING SERVICES

- plasterboard repairing
- plasterboard renewing
- Emergency Service

BOOK NOW

smhinteriorliningslimited.mydurable.com

SMH INTERIOR LININGS LIMITED

MORE INFO
02102947405





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