

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: PAVING COMPANY

Business Objective: increase sales

Funnel: SOCIAL MEDIA ADS

WINNER'S WRITING PROCESS

1. Who am I talking to?

House owners usually men looking to pave their backyards and make them more beautiful

2. Where are they now?

Scrolling their social media feed

Current desires:

pain /desire: arguably below average because they're not searching for a solution 3/10

Trust: they haven't heard of the company nor have seen reviews 2/10

Belief in the idea: people know that professional construction teams can provide good results 5/10

Current state: fed up with their weed filled gravel roads or grass

Want something new and nice looking, tired of seeing others pavings being beautiful while theirs suck

Dream state: a beautifully paved backyard with good quality and made cheap and quick, finally fitting in with all their friends who have nice pavings making them more confident.

3. What do I want them to do?

1. Stop scrolling to see my ad
2. Hit the CTA and go book an appointment for the offered services

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?

5.

Stop to see my ad:

1. shown proof of the results with good quality pictures [dream state]
2. FREE consultation today [to catch attention]

Click CTA:

1. 30 year warranty [minimize risk and maximize desire/trust]
2. Get started with a free consultation today
3. LEARN MORE [CTA]

One noticed mistake ill mention, they offer 20% on their site while it should be in the ad to attract more clicks.

DRAFT



BODY TEXT:

Tired of your home looking outdated because of your worn-out paving ?

We've got you covered,

Give your home the premium paving it deserves with Pro Asphalt Team — the industry's best

With over a decade of experience and hundreds of satisfied customers

we deliver dream paving, backed by an unbeatable 30-YEAR WARRANTY

Act NOW and enjoy a 20% OFF on all services and a FREE consultation. Our experts will help you choose the perfect paving to match your home's style — completely hassle free

Don't wait !

[CLICK HERE](#) to transform you house today!