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 ad2.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:

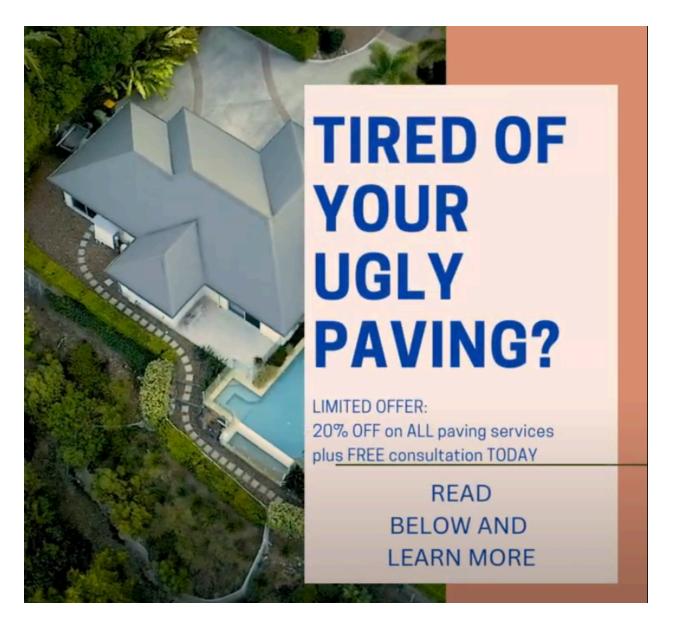
1.shown proof of the results with good quality pictures [dream state] 2.FREE consultation today[to catch attention]

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Tired of your home looking outdated because of your worn-out paving?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