

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Remodeling

Business Objective: Get more attention/leads

Funnel: FB/Meta Ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Middle-aged people (30 to 65 years old)
- b. Working people
- c. Want a beautiful home (kitchen / bathroom / outside look)
- d. Feel that a part or more of their home is outdated
- e. Part of their home is not easily accessible for them
- f. Want a clean home
- g. Avatar: "Gosh, I wish my bath was like that. It's feels so crowded and doesn't impress any guests"

2. Where are they now?

- a. Scrolling on Facebook / small attention span / market awareness - aware that the solution to make their home more beautiful is a remodel (Pretty obvious, you think "The bathroom looks ugly, renovate it.". You don't think like "Oh, maybe if I

decorate my bathroom with a pic...”) / market sophistication - the normal person, not very sophisticated, they know a little bit about remodeling (knows that it works) but not a lot (That’s why so many people get quotes from multiple remodelers to compare and see what is probably the best). Most people are aware of the problem (a part of their home looks ugly, need an upgrade) / Most people know the solution is remodeling (People don’t think “Oh, if I put this painting in my bathroom, it’s gonna make it look amazing”) / Most people are aware of the service (the service is pretty much the same, (remodel the room)) but what is important is to stand out in the marketing aspect.

- b. Current feeling of pain/desire - 3/10 / not in a rush to spend lots of money / tired after work, scrolling on social media for dopamine and relief, could be tempted when they see a beautiful remodel as they are not as alert and more susceptible to be persuaded when shown what they can get => beautiful kitchen, bath, etc.
- c. Current belief in idea - 4/10 / know that remodeling works and that people love their home after remodels but they also know that remodeling projects are big and can often go wrong / they know it all depends on the company
- d. Trust in the company - 2/10 / they know that a lot of companies are actually just one contractor working out the back of his truck / they know that a lot of companies/contractors abandon/mess up projects and don’t communicate and scam them of their money / on the other hand, they also know that some of the biggest companies are almost always trustworthy / they know that reviews and REFERRALS matter a lot.
- e. Current state:
 - i. A part of their home is ugly (whether it’s the bathroom or kitchen)
 - ii. A part of their home is not easily accessible or feels crowded
 - iii. Their home doesn’t make them feel powerful/rich/top class/special
 - iv. Their home/surrounding just feels old / need a change (human nature)
- f. Dream state:
 - i. Their home is extremely beautiful
 - ii. Open-spaced and feels new
 - iii. They feel that they have power / a good home is like a status symbol
 - iv. The place they live in is amazing (that’s what they want to feel like)
 - v. Their remodeling was done very fast and efficiently

3. What do I want them to do?

- a. Stop scrolling and actually look at the ad
- b. See the main offer on the ad creative (Get 5% off) and see the things that increase trust (“Licensed & Insured”, “5 Star Rated / Full Service”, etc.)
- c. Head to the primary text to confirm and get the nail hit in their head about urgency.
- d. BOOM. Click the link with the intention to get a design consultation.

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. Stop scrolling and actually look at the ad
 - i. Demo of dream state - The eye-catching visuals will get them to stop scrolling. 1st pic shows a beautiful bathroom and pretty lady / the place seems welcoming and bright. 2nd pic shows happy couple smiling after their bath remodel (if a middle-aged woman saw this, she would go like "Oh, wow, that looks beautiful"). 3rd pic shows the actual team members standing in a remodeled bathroom, the color 'green' catches the attention and the size of the workers themselves (big and strong) catches the eye.
 - ii. Overall design, colors that stand out, exclamation marks cause interest, bolded words and tons of exclamation marks
 - iii. "REMODEL YOUR BATH!!" and "GET EXTRA 5% OFF!"
- b. Click the link with the intention to get a design consultation

PRIMARY TEXT ANALYSIS

- i. "Unleash the Ultimate Bathroom Transformation" / the word "unleash" is often used with the word "creativity" and this word gives the viewer a feeling of control / the word "ultimate" promotes that the service is the best and the word "transformation" is usually used when a positive transformation occurs. This sentence works to increase the desire and give the viewer the thought that a bathroom remodel will lead to a beautiful home.
- ii. "EXCLUSIVE OFFER: Get 5% OFF on complete bath and shower remodels"
 - 1. Making a offer, lowering the cost for something that is mostly believed in (home remodel), belief in the idea is high compared to "feeling of pain/desire" and "trust in the company"
- iii. "Elevate your bathroom with our top-quality, stylish, and long-lasting showers and tubs" / the word "elevate" boosts the desire, it makes people fantasize about a beautiful bathroom (gets them into dream state) / the word "top-quality" suggests that that work is done to 100% which increases peoples' trust / the word "stylish" increases the desire and invokes the "dream state", the word "long-lasting" suggests that the work is done extremely well and this increases the trust.
- iv. "Why wait? This limited-time deal won't last! Tap "Claim Offer" now to get started" / every single word in this part tries to add a sense of urgency and get the viewer to take the next step (contacting)
- v. "Transform your space into the bathroom of your dreams. Act fast—your perfect bath is just one click away" / final nail in the head (CTA) / adding a

sense of urgency and referencing to the viewer's "dream state" (their home is extremely beautiful)

AD CREATIVE ANALYSIS

✦ Sacramento Homeowners: Unleash the Ultimate Bathroom Transformation with [REDACTED] ✦

👉 EXCLUSIVE OFFER: Get 5% OFF on complete bath and shower remodels! Elevate your bathroom with our top-quality, stylish, and long-lasting showers and tubs.

Why wait? This limited-time deal won't last! Tap "Claim Offer" now to get started.

Transform your space into the bathroom of your dreams. ☀️ Act fast – your perfect bath is just one click away!


[REDACTED]

★★★★★
REMODEL YOUR BATH!
IN LESS TIME, WITH LESS STRESS...

GET EXTRA 5% OFF!

FULL BATH OR SHOWER*
**Limited Time Offer. Conditions Apply.*

- ✓ Licensed & Insured
- ✓ Local, Family Owned
- ✓ Fair & Honest Pricing
- ✓ 5 Star Rated / Full-Service

CLAIM OFFER NOW! 





Lic#989637

vi. "REMODEL YOUR BATH" / get viewer to think of dream state ✓

- vii. "IN LESS TIME, WITH LESS STRESS..." / get viewer to think of dream (their remodeling was done very fast and efficiently) ✓
- viii. "Licensed & Insured" / increases the level of trust that the viewer has in the company, "Local, Family Owned" / increases the level of trust as the viewer knows that the company is close to them (at least geographically) and is JUST a guy who works out the back of his truck / the picture also shows the team (bonus)
- ix. "Fair & Honest Pricing" / increases the level of trust / makes the viewer feels as if they can answer the question "Is the value I'm going to get worth it?" ("Well, they say they have fair and honest pricing, so the cost is probably good")
- x. "5 Star Rated / Full Service" / increases the level of trust, when people see that others have worked with the company and got good results, they are more likely to buy, it makes them feel comfortable.
- xi. "CLAIM OFFER NOW" adds a sense of urgency.

DRAFT

 Company

★★★★★

REMODEL YOUR BATH!

FASTER AND EASIER...

GET EXTRA 5% OFF!

FULL BATH OR SHOWER*

*Limited time offer. Conditions apply

- ✓ Licensed & Insured
- ✓ Local, Family Owned
- ✓ Fair & Honest Pricing
- ✓ 5 Star Rated / Full Service

CLAIM OFFER NOW!



Headline: Update Your Bathroom

Body Text:

✨ Sacramento Homeowners: Unleash the Ultimate Bathroom Renewal with [Company Name] ✨

🔧 SPECIAL OFFER: Get 5% OFF on perfect bath and shower remodels! Upgrade your bathroom with our top-quality, trendy, and made-to-last showers and tubs. Free design consultation provided!

"My new bathroom has given my entire house a modern touch" - Rick C. (review = +trust / shows dream state)

Hurry! This limited-time deal ends soon! Tap "Claim Offer" now to get started.

Reshape your current bathroom into the bathroom of your dreams. ✨ Act fast—your perfect bath is just one click away! Free consultation!

- xii. "Unleash the Ultimate Bathroom Transformation" / the word "unleash" is often used with the word "creativity" and this word gives the viewer a feeling of control / the word "ultimate" promotes that the service is the best and the word "transformation" is usually used when a positive transformation occurs. This sentence works to increase the desire and give the viewer the thought that a bathroom remodel will lead to a beautiful home.
 - 1. ✨ Sacramento Homeowners: Unleash the Ultimate Bathroom Renewal with [Company Name] ✨
- xiii. "EXCLUSIVE OFFER: Get 5% OFF on complete bath and shower remodels"
 - 1. Making a offer, lowering the cost for something that is mostly believed in (home remodel), belief in the idea is high compared to "feeling of pain/desire" and "trust in the company"
 - 2. 🔧 SPECIAL OFFER: Get 5% OFF on perfect bath and shower remodels! Elevate your bathroom with our top-quality, trendy, and made-to-last showers and tubs.
- xiv. "Elevate your bathroom with our top-quality, stylish, and long-lasting showers and tubs" / the word "elevate" boosts the desire, it makes people fantasize about a beautiful bathroom (gets them into dream state) / the word "top-quality" suggests that that work is done to 100% which increases peoples' trust / the word "stylish" increases the desire and invokes the "dream state", the word "long-lasting" suggests that the work is done extremely well and this increases the trust.
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1. Transform your current bathroom into the bathroom of your dreams. 🌟Act fast—your perfect bath is just one click way!

Take the website of Cobex and 2 other top players. Use that to improve the website of Reflect Roofing.

1. Put yourself in the perspective of the reader
2. Know how to model success
3. Are willing to OODA loop

Remember:

1. You’re creating an experience
2. Understand the main objectives of the design
 - a. Catch and control attention
 - b. Make it easy for the reader to understand the message
 - c. Trigger emotional associations
3. Elements of visual design
 - a. Layout structure - elements and their placement affects readability and guides attention
 - b. Colors - affect readability, trigger emotions, direct attention
 - c. Typography - affects readability and triggers mental associations
 - d. Images - trigger emotional association, grab attention

The Design Process:

1. Define your objectives
2. Find existing designs that accomplish your defined objectives
3. Adapt them to match your content
4. Refine until you achieve your objectives

Main part

Trust building - testimonials, certifications

Trust building - big testimonial, picture of work

Belief in the idea - service are talked about, real pictures

Trust building - testimonials, case studies