

## What type of business/niche are we talking about?

My client is the owner of a junk removal company. He's able to get 3 to 4 jobs a week but he wants more around 10-15.

## What has he tried before?

He's tried facebook ads before but they didn't generate as many leads as he wanted because of his lack of knowledge.

## The sources of your clients attention:

Website: [Home \(junkpunksjunkremoval.com\)](http://junkpunksjunkremoval.com)

Google ads: [junkpunksremoval.com](http://junkpunksremoval.com)

Google my page: [Junk Punks Junk Removal - Google Search](#)

Instagram: [JUNK PUNKS \(@junkpunks\\_\) • Instagram photos and videos](#)

Facebook: [Junk Punks | Lompoc CA | Facebook](#)

## The goal of this meta-ad:

Generate 10-15 more leads a week

## Tested?

Not tested yet

## Junk Removal

## Meta- ad

Business objective - get more clients

What part of the funnel is needed to complete his objective? - Meta-ad

## Winner's Writing process

### 1. Who am I talking to?(My Avatar)

- a) Busy homeowners, landlords, and property managers looking for fast and reliable junk removal.

### 2. Where are they at now?

**Physically:** At home, in cluttered garages, basements, or backyards.

**Mentally/Emotionally:** Overwhelmed by clutter and frustrated by lack of space.

**Goals:**

- Short-term: Clear out space quickly and efficiently.

- Mid-term: Maintain a cleaner, organized living space.
- Long-term: Make junk removal a seamless, recurring service.

b) Dream State:

### **Vivid Dream State**

- **Ideal Scenario:** Clean, organized spaces without the stress of junk accumulation. Reliable, easy-to-schedule junk removal that requires minimal effort.

c) **Awareness Level:** Solution-aware; they know they need junk removal but are exploring specific companies or methods.

d) **Sophistication Stage 2:** They've seen other junk removal business before but don't know which is the best rated

e) Levels

- Level of desire 7
- Level of belief in the idea 6
- Level of trust in company 3

### 3. **What do I want them to do ?**

- a. Stop Scrolling
- Target audience- pattern interruption
  - Present Service
  - Click the ad
  - book/Call through the landing page

### 4. **What do you need them to experience/think/feel to do that?**

C. Click on ad

- **Ideal Scenario:** Clean, organized spaces without the stress of junk accumulation. Reliable, easy-to-schedule junk removal that requires minimal effort.

## **Road Blocks**

- They've seen lots of other junk removal companies they don't really know who to trust
- They've seen lots of companies illegally dump on the streets. They don't want their junk seen in the creeks or on the streets.
- Been ripped off by bigger companies
- Some companies don't even show up

## Solution/ mechanism

- **Solution Desire:** Strong, particularly for those with time constraints or physical limitations.
- **Cost Perception:** Sensitive to cost but willing to pay for high-quality, reputable service. Transparency and upfront pricing can alleviate hesitation.

## Meta ad

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Are you ready to empty and clean your space from that monstrous pile of junk that's taking control of your house, leaving you feeling like there is no answer to the solution?

Do you dread the thought of inviting friends and family over, fearing their judgment and potential embarrassment?

From garages to yard areas, we've got it. Lets us give you the exact solution to defeat that monster you've been eager to get rid of.

Photo

Full Service Junk Removal

Learn More

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Landing page: [junkpunksremoval.com/elpaso](http://junkpunksremoval.com/elpaso)

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### Ad Prompt 1: Pain Point Focus

**“Tired of staring at that mountain of junk every day? 🏠”**

Free your space and your mind with a reliable, full-service junk removal. Imagine your garage, basement, and yard clutter-free. Ready to reclaim your space?

👉 **Click to get your free quote today!**

### Ad Prompt 2: Dream State Visualization

**“Imagine stepping into a clean, organized garage—no junk, no stress.”**

Junk removal that’s simple, fast, and reliable. Our team shows up on time, every time, so you can breathe easy.

**Get your space back. Click to learn more!**

### Ad Prompt 3: Overcome Trust Barriers

**“Too many companies leave junk where it shouldn’t be. We’re different.”**

Junk Punks guarantees ethical disposal, transparency, and full clean-up every time. No hidden fees—just reliable service you can trust.

**Book today and see the difference!**

### Ad Prompt 4: Easy Solution for Busy Lives

**“No time to handle clutter? Let us take care of it.”**

We know how busy life gets. That’s why our full-service junk removal is easy to book and hassle-free. Just click, schedule, and we’ll do the rest.

**Free up your schedule—click here for a free quote!**

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### Ad Prompt 5: Avoiding Embarrassment Angle

**“Dreading guests seeing your cluttered garage?”**

Say goodbye to the embarrassment and hello to clear, organized space. Junk Punks offers dependable, fast junk removal so you can relax.

**Ready for a fresh start? Book now!**

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### Ad Prompt 6: Transparency and Pricing

**“Wondering if junk removal is worth it?”**

No hidden fees, no surprises. Our upfront pricing makes it easy to budget for a

stress-free, dependable clean-up.

**Get a free, transparent quote today—click here!**

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### **Ad Prompt 7: Environmental Responsibility**

**“Worried about where your junk will end up? 🌍”**

We’re committed to ethical, eco-friendly disposal, keeping your junk out of local streets and waterways. Clear space and support sustainability.

**Click to learn more and book!**

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### **Ad Prompt 8: Busy Homeowner’s Solution**

**“Your schedule is tight. So is your garage. We’ve got it covered!”**

Fast, reliable, full-service junk removal without the hassle. Book online, get it done fast, and enjoy your clean, open space.

**Get your free quote and free up your home—click now!**

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### **Ad Prompt 9: Overwhelming Clutter Relief**

**“Cluttered garage? Overstuffed basement? We’ve all been there.”**

Junk Punks provides quick, trusted junk removal so you can feel at ease and enjoy your home again. Easy to book, dependable to the last detail.

**See why our customers love us—click to book today!**

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### **Ad Prompt 10: Stress-Free Decluttering**

**“Ready to say goodbye to junk without lifting a finger?”**

Junk removal that’s as easy as a click—no hidden costs, no unreliable service. Just a clean, organized home.

**Reclaim your space today. Click for a free estimate!**