

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Carpentry (Kitchen Remodeling)

Business Objective: Getting more people to buy there service through there home page

Funnel: Website click the link (get your free quote)

WINNER'S WRITING PROCESS

- **Who am I talking to?** People in need of kitchen remodeling - Women/ couples 30-60 years of age has a family of children even selling up there home to get a better price for there house mainly with old style houses broken drawers/cupboards non functional or old houses in general that are outdated and want the best people to redesign there kitchen with being affordable as well . People in the area of south waikato in a town of 14k residents ,

- **Where are they now?** They are currently in Tokoroa/south waikato searching on google or by social media, trying to find a company to remodel/redesign there outdated kitchen features(Viewing the website) (Search “Kitchen Remodeling in Tokoroa/south waikato”)

There Awareness is at level 3 solution aware (Show why we are the best and offer them that)

- Stage 4.5 tired of the mechanism (Find new mechanism identity plays, experience)

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Dream state - They want a particular aesthetic look for there kitchen that matches there tribe aesthetic kitchen look

Comments/ reviews on top players websites - Mark is very clever in design and product knowledge . Best value for high end kitchens in NZ . Highly recommended.

- Kitchen FX were fantastic right from a designer who was completely on the same page as us, through to the team that turned it into nothing other than quality, and the install team that took pride in their work as if it was their own home.

As close as you get to good old fashioned service in a modern world!

- We engaged Superior Renovations to transform our 30-year old, tired looking and problematic bathroom into something world class - and wow! The end result is simply stunning. The team led by Frank did an absolutely fantastic job. This was our first major renovation project and the entire process was easy and hassle free.

Solution - get the best kitchen design by changing out all outdated features draws/cupboards and appliances

Product- Design kitchen remodeling firm

Current state - tired looking and problematic kitchen, old outdated kitchen, nonfunctional draws/ cupboards broken cracked, embarrassed have anyone over. Bored and tired of old design of the kitchen., embarrassed of there kitchen and how old/out dated and how bad it looks to other visitors making you feel embarrassed about it. Attention, social acceptance and community

There current levels -

Current Pain/desire - 8/10 they have pain and looking for a currently looking for a solution

Belief in the product - There belief in kitchen remodeling is a 2/10

Trust in the brand - Their trust in our kitchen remodeling is a 0/10 as they may have previously got bad results from other designers in the past.

- Connect with there current desire

What is their current state? They currently have an old outdated kitchen and they are embarrassed to have any visitors over

What is their dream state? Having a kitchen that everyone they know will obsess over and being envy on them

What is the problem/roadblock? Cant find the right person/remodeler to remodel there kitchen

What is stopping them from getting what they want on their own? The design the pricing as well as the product and which are the best quality need advise.

What mistakes are they making knowingly and unknowingly that rob them of their dream state? Not remodeling their kitchen leaving it outdated not getting they are solution aware so they know there mistakes

What did the people who have reached the dream state do differently than the people stuck at the current state? Experiencing the feeling of remodeling a new kitchen with modern features tell everyone about the experience of the remodeling and telling their friends' family about us and how good we remodeled there kitchen.

What is the solution/mechanism? Remodeling and designing people's current kitchens to their dream kitchen

What is the product? Remodeling and design kitchens for residents in Tokoroa.

● **What do I want them to do?**

- Stay on there Web page
- Ask for a quote
- Boost trust in company
- Boost belief in the idea
- Connect with there current desire

● **What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?**

- Things that will make them stay on web page, animation image, dynamic loading bar, clean simple design the images shown on the website are there dream state, branded authority stamps/credibility trusted tagged.
- Purchase the service/ book a quote so they can get there price on there kitchen renovation
 - Use the level 3 awearness + Dream outcome + Why are we better using (Experience Stage 5)
 - Talk about credibility (Award wining design firm)
 - Talk about experience and value (comfort and beauty that's what we strive for), link it with customers and desires for experience.
 - Quick qualification of customer (this is for X person in Z location)
 - CTA Get Quote

Why Us ?

- Using Experience and identity through buying of what there customer cares about
- Big Social proof with reviews to back up claims of how good the experience of the service/designers.
- Credibility boost by talking about a number of completed projects they done for there customers
- Take about experience (why they love/care about there clients)
- Show dream state by showing future projects of the kitchen designs
- Credibility saying (been the best 8 years in a row) also big brand sponsored bring credibility huge trust opportunity
- CTA Section- Using experience play - Maps- Click button- credibility banner of all big brands sponsored.

Unique Selling Proposition : 10 year Guarentee, Competitive pricing, custome size to your fit, CAD 3D before the remodeling , Free Quote

Faces of people on the team should be professional having a touch a aesthetic preference

- The reader needs to see how our service is the better option than others and how reliable/trustworthy our service is.
- They need to feel like there isn't a better option and how fast and effective there time can be with our service on remodeling their kitchen,
- They need to experience the feeling of a new kitchen making them feel like they have a new house showing them testimonials of what we have done to our previous customers showing the reader what their kitchen could be like if they bought the service.

Top players :

CREATE YOUR DREAM SPACE.

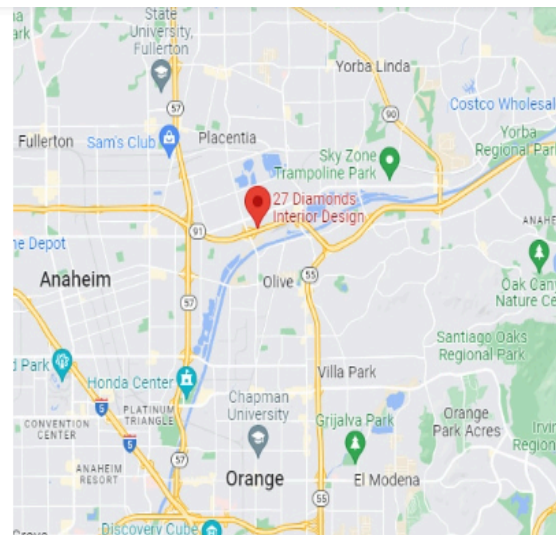
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