

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Plumber

Business Objective: Get more attention

Funnel: Paid Ad

WINNER'S WRITING PROCESS

1. **Who am I talking to?**
 - a. People in need of a plumber
2. **Where are they now?**
 - a. Scrolling social media
 - b. **Current Levels**
 - Pain/ Desire - Their pain is 5 out of 10, looking for a solution
 - Belief in the idea of a plumber is 7 out of 10, plumber is the only solution to this
 - Trust, - local company with a bunch of reviews, has upper hand
 - c. **Current state**
 - Stressed
 - emergency AC issue
 - I was a little skeptical.
 - I needed a fix quick
 - A/C went out
 - d. **Dream state**
 - Very pleased and happy with the work and fast response to my plumbing issues!!!
 - very professional in explaining issues and how to prevent future issues
 - Very understanding and helpful. Appreciate the timely and friendly service!
 - huge relief
 - Professional, timely and reliable
 - EXPLAINED EVERYTHING IN GREAT DETAIL
 - solve our problem and listened to all my questions
 - with no extra travel fee
3. **What do I want them to do?**
 - Stop scrolling and read ad
 - Click link and schedule "A/C tune up"
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 read ad
 - Bright colors
 - Highlighting the price \$99 (discounted price)
 - "Tune UP...Heat Up" - good word choice, sounds good
 - Dropping the cost threshold
 - Uniform shows professionalism
 - Movement to animation
 - b. Click link and schedule "A/C tune up"
 - \$29 tune up
 - a. Making a direct offer
 - This summer, your AC system should be the last thing on your mind.
 - a. Focusing on customers time, showing the relief of not worrying about an A/C
 - Get ready to beat the heat with a \$99 AC tune up.

- a. Offer dream state, and using pain as a common enemy to beat with this product
- Is Your AC Ready for Action? Schedule a \$99 AC Tune Up [Learn More](#)

DRAFT



Body text:

Stress free, finally feel the relief with an A/C tune up!

One thing you and I can agree on is this heat is unbearable!

Claim your \$99 AC Tune Up → [Get offer](#)

Rough Outline:

- c. Click link and schedule "A/C tune up"

- \$29 tune up
 - b. Making a direct offer
- This summer, your AC system should be the last thing on your mind.
 - b. Focusing on customers time, showing the relief of not worrying about an A/C
- Get ready to beat the heat with a \$99 AC tune up.
 - b. Offer dream state, and using pain as a common enemy to beat with this product
- Is Your AC Ready for Action? Schedule a \$99 AC Tune Up [Learn More](#)