

Link to 100 pushups: <https://vimeo.com/902725291?share=copy>

Context:

My client owns a car rental/hiring business in the UK. His objective is to grow his Instagram page and drive user traffic from TikTok to the Instagram page

The ads are **not paid** but rather **organic** social media marketing content.

At the moment I'm not getting paid by him I'm just working for him to achieve a testimonial.

1. Who am I writing to?

The demographic are young males aged 19 - 23 who are from a South - Asian background, and live in London.

The user wants to hire and enjoy luxury supercars in huge wedding celebrations. They want to participate in the "Wedding car lineup".

- It is a social car gathering with friends and family. The car gathering has many luxury supercars. Once the cars have gathered, everyone drives to the wedding venue as a motorcade and it appears to be a luxury supercar escort for the Bride and Groom.

They don't want hidden terms in the rental contract. They want no surprises in the billing.

They want to be **envied** for having the best car in the wedding line up. They don't want to be **pitied** as their peers rub it in their face saying "I told you so", when they get surprised with the hidden fees in the billing.

They want to turn heads whilst in the wedding escort motorcade, and enjoy the thrill of high-performance cars and feel the goosebumps. They want to sit in luxury leather seats and experience speed and the G-force.

Once they're done with the wedding celebrations they're exhausted, so the last thing they want is surprises in the billing and hidden fees.

They want to return the rental quickly so they can go home and rest. They want to get it over and done with.

2. Where are they at right now?

Pain nightmare:

Experiencing uncaring customer service that asks "Cash or card?" before explaining the extra fees. The user feels as if the rental companies are trying to make them into a cash cow.

They have to deal with fees they never knew existed. They look stupid and silly in front of their peers, because they were deceived by the hidden fees in the rental terms and conditions. Their friends look at them with pity after getting scammed, and rub it in their face saying “I told you so”.

Dealing with stress and hassle when they are most tired, which is when they’re returning the rental after the wedding celebrations.

Dream desire:

The initial price quotation to match the rental billing to the exact penny.
Drive their dream car with no hassle and stress. No surprises in the billing.

They want the rental terms and conditions to be clear and concise with bright bold fonts. They don't want hidden deceptive terms in the small footnotes designed to be overlooked.

They want the terms and conditions to be simple and clear to an extent where they can remember it in their SLEEP! despite looking at it once. They want crystal clear terms in the rental contract agreement.

They want to get the rental return process over and done with quickly, so they can go home and rest after the exhausting wedding celebrations.

The user wants to have the best car in the Wedding car lineup so that everyone wishes they had the user's car.

They want to be envied, not pitied.

3. Where do I want them to go?

The objective of the copy is to drive user traffic on Tiktok to the Instagram page and sell them the car rental service.

Plan for the Lead magnet:

There will be a link in the bio of the IG account which directs them to an opt-in page.

The Lead magnet is a blog post containing information on how to make the most out of their high-performance car and not be overwhelmed by its power and speed. The information will help them be confident and comfortable in driving their dream car especially if it's their first time driving a powerful car.

It will also cover information on roads to drive on that offer picturesque views. Whether that be in city centres or in the countryside.

Furthermore, it will help the user be able to execute their travel needs comfortably and efficiently. For example, there will be suggestions on how to plan the best routes to avoid traffic that only the locals know, as well as the smoothest roads and locations to drive the supercar they hired for picturesque views and test its high-performance ability to its (somewhat) maximum potential.

(Blog post has not been created yet). - I got this idea from a competitor who is the biggest high-performance/luxury car rental company in the UK.

4. What are the steps I need to take to get them to where they need to go?

1. I need to be unique in my copy so that it disrupts their scrolling, grabs their attention and they watch my video.
2. I need to tease how EXACTLY the user won't deal with unwanted surprises in the billing and have to pay for fees they never knew existed.
3. I need to **tease** how exactly we will ensure the rental process is hassle-free and straightforward.
4. I need them to satisfy their curiosity and bridge the information gap by following the IG account.
5. They need to believe that our company is honest and transparent and how we value customer service a top priority, so we have no incentive of charging unreasonable prices as our goal is to ensure we set a standard of 5* reviews.

Personal analysis of my copy's weakness and how I think I should improve it:

This is a Tiktok/ Yt shorts video so the user needs to be disrupted with uniqueness in my copy. This can be achieved with a stronger fascination hook technique at the very beginning.

There isn't information teased on how EXACTLY we will offer a hassle-free, straightforward rental process and won't make a fool of them. This can be done by using not-statements so it diminished their preconceived notions.

I haven't shown what the user will feel when they find out about the hidden fees. I can address this weakness by using sensory language. I can talk about what the user will physically feel when they get surprised. For example, the user creases their forehead with confusion as they see the bill.

When telling the user that the rental process is hassle-free and straightforward there isn't specific detail. This can be addressed by describing what hassle-free and straightforward feels like. For example, the user can just sit back and relax with their legs up.

I haven't **leveraged the value equation effectively** in the CTA section. - The user needs to **value** the solution I give to such an extent they **choose** to opt-in, rather than experience what their life could look like if they don't take action.

Roadblocks & Solutions:

A **roadblock** is still not believing in our honest transparent pricing policy. The **solution** is to enhance my credibility by telling the user how exactly we make the pricing policy transparent so the user acknowledges we know what we're talking about and are not making empty promises.

Another **roadblock** is having to deal with unnecessary stress and hassle during the rental process especially in the billing process.

The **solution** is to tell the user that we go above and beyond to deliver customer service that exceeds their expectations. The customer service provided is the same as the rich and famous celebrities usually get.

The user will still think I'm just trying to market the company services so I can make money out of them.

The **solution to this roadblock** is to establish a relationship with the user by providing them with free value. If I provide them with free information (Blog post), I can say to the user they have nothing to lose.

"Nothing to lose" sounds appealing to the user as they believe they aren't risking anything.

1 copy for 2 Tiktok/shorts videos because of the length. The lack of sensory language will be compensated for with background stock videos .

Copy:

Learn the TRUTH to drive your dream car in 60 seconds that every Asian guy wishes he knew. Learn EXACTLY how to drive your dream car without paying for fees you never knew existed.

Joining the wedding car lineup (**social car gathering-** more info on Who am I writing to), and racing to the venue back and forth is stressful. Especially when everyone's watch works on "Asian time"(**Not punctual**) .

When the celebrations end you think you can finally rest, remove the itchy Sherwani (**Formal clothing**) and return the rental right? WRONG! You get the rental bill and have to deal with fees you never knew existed.

They ask "Cash or Card?" before explaining anything. They squeeze everything out of you.



Your friends look at you with pity and rub it in your face saying "I told you so".

With a simple click, learn the sneaky Terms & Conditions trick, to avoid surprises in the billing. Hint - With one look you'll remember the terms and conditions in your SLEEP!



Watch **part two** to earn photographic memory.

Part two begins:

Save HOURS of your time in the billing process. No hidden terms designed to be overlooked. No small deceptive footnotes. Just **simplicity** you can remember after a glance.

We have nothing to hide. The Ts and Cs are clear in bright bold font.

With only one upfront price, The initial price quote will match the bill to the exact penny GUARANTEED!.

Drive a car that makes people stop in rush hour traffic just to take a look at it. Be the man that's envied, not pitied.

Save your time with a hassle-free straightforward rental return process.

Follow @prominenthire and save your time with no surprises in the billing or, do NOTHING and your friends will look at you with pity.