

WINNER'S WRITING PROCESS

Hit "File" → Click "Make a copy" → Edit your version!

 **What specific (measurable) business objective am I seeking to accomplish?** 

- a. Getting consumers who are actively looking for Audio Visual installation on Google by checking websites to read my landing page, stay engaged, read through it all, and be influenced into giving in and scheduling a free quotation

 **What part of the funnel is required to achieve this business objective?** (What marketing asset is this winner's writing process focused on?) 

- a. Landing Page

  **What is this business model or niche?**  

- a. Electrical Installation Company

 **Who am I talking to? (Avatar)** 

- a. Name: Josh
- b. Gender: Male
- c. Age Range: mid-40s
- d. Occupation: Management Position in a Corporate office
- e. Geographical Location: Birmingham
- f. Image:

Where are they now?

"Working with Practical AV has been a great experience from start to finish. When I first got in touch with Owen, he quickly gave me confidence that not only did he have a great knowledge of the field, but also that he wanted to work through with me to find the optimal solution for the space and budget we had.

On delivery, his team worked tirelessly, going above and beyond to make sure the finished product was exactly what we needed. In the end we have a new boardroom experience that genuinely makes staff and visitors stop and take notice.

Practical AV really helped us achieve a massive step forward in our audio-visual conferencing. I would readily recommend them to anyone looking for expertise, client-focus and adaptability." - customer

a. Current Painful State (all the customer language you gathered from your research):

Birmingham companies setting up or upgrading AV systems in conference rooms face a frustrating dilemma. Many have limited budgets, are inexperienced with AV tech, and are under pressure to create a reliable, functional system. This leads to confusion and stress, as these teams need more resources and knowledge to implement an effective AV solution. They often need help with feedback issues, echo, poor mic setups, or inadequate video displays, which leads to poor user experiences, lost time, and wasted budgets. Additionally, IT staff may be expected to "make do" with subpar solutions, leading to a system that requires constant troubleshooting, especially during meetings.

Customer Language: "Constant audio feedback, misconfigured mic levels and projectors cutting out at random times" and "you can spend cheap money and have constant headaches and wasted time every meeting" (u/Falseweather3245 and u/Kylophone).

b. Desirable Dream State (all the customer language you gathered from your research):

Birmingham corporate teams want a seamless AV setup that enables high-quality video and audio for both in-room and remote attendees. They envision a system that allows easy connectivity for presenters, requires minimal support, and can be controlled simply, ensuring effective communication and productive meetings. This setup would allow them to confidently

host professional-grade video calls, presentations, and collaborative sessions, enhancing the overall productivity and professionalism of their office space.

Customer Language: “a conference room that 'just works,' meaning what it should cost if one expects it to last 5-10 years,” and “having a reliable, good-quality solution is better than one where everyone gets fed up, lost productivity” (u/Kylophone and u/salazarproelium).

c. Where are they in the funnel right now (physically)?

Most of the target audience for AV systems in Birmingham conference rooms is in the research or consideration phase. They are actively gathering information, discussing budgets, and assessing potential AV configurations, but they face limitations due to budget constraints and lack of specialized AV knowledge. Many are consulting online forums, talking with vendors, or seeking advice from colleagues to find a system that fits their technical needs and budget.

Customer Language: “I’ve been told not enough so I asked them to get as close as possible,” and “Ideally, the space will support 8 people for the first phase” (u/garedal).

d. Problem (what’s stopping your market from living their dream state?):

The primary obstacles are budget restrictions and technical complexity. The AV solutions available within limited budgets often compromise quality and functionality, resulting in systems that require frequent adjustments, fail to meet professional standards, or need replacement sooner than expected. Decision-makers are caught between meeting immediate needs at a lower cost and investing in reliable, long-term solutions.

Customer Language: “You can spend cheap money and have constant headaches and wasted time every meeting, or you can spend mid 3-8 grand to have a conference room that 'just works,’” and “Trying to keep the cost as low as possible while ensuring acceptable quality” (u/Kylophone and u/garedal).

e. Solution (the unique mechanism that will allow your market to go to their dream state):

The unique mechanism here is a well-designed, integrator-installed AV system that is both scalable and future-proof. By working with an AV integrator who understands Birmingham’s corporate needs, companies can implement customized solutions that balance budget and quality. These systems often include high-quality displays, appropriate microphone setups,

digital signal processors (DSPs) for audio clarity, and easy-to-use control panels that require minimal training for users.

Customer Language: “AV is about time and money saved, you don’t want to realize later you made a bad decision here,” and “You’re also paying for peace of mind and increased job productivity during your meetings” (u/rickeymike and u/Labouisk).

- f. **Product (your client’s paid tool that helps the market enact the solution better, faster, with less risk, etc):**

For my client, a Birmingham-based AV installation company, the product is a high-quality AV installation service tailored specifically for corporate conference rooms. The service includes consultation, equipment selection (screens, sound systems, cameras, and control panels), installation, and support. By optimizing each component and providing reliable support, the service ensures that businesses in Birmingham achieve a high-performance AV setup that minimizes downtime, simplifies use, and elevates the quality of corporate meetings.

Customer Language: “The control panel idea, the room was ever CONSTANT needs cable that will work in centers only,” and “ideally it’d be able to join Teams/whatever other platform meetings as well” (u/Kylophone and u/Username7).

- g. **Awareness** (highlight one of the available options below with **yellow**):

- i. **Level 1 (Problem-Unaware):** Catch their attention, then reveal hidden problem/need/desire.
- ii. **Level 2 (Problem-Aware):** Call out their problem then offer a solution
- iii. **Level 3 (Solution-Aware):** Call out a known solution then offer the product as the best form of solution
- iv. **Level 4 (Product-Aware):** Buy Now, Urgency, Scarcity, Risk Reversal/Guarantees, Social Proof, Crank pain/desire/need, etc.

Birmingham companies are aware that their conference room setups have significant issues—such as poor audio quality, unreliable video, or inadequate integration for remote meetings—but may not know the exact solution needed to resolve these problems effectively. They recognize the issues with their current AV systems and are actively looking for ways to avoid the headaches that come with low-budget or poorly installed solutions.

This audience would respond well to messaging that calls out their current pain points and challenges, then introduce a specialized AV installation service as the solution. Emphasizing the

benefits of a professional, integrator-installed system that's tailored to their unique needs would resonate strongly.

h. **Sophistication** (highlight one of the available options below with **yellow**):

- i. **Stage 1 (First to Market):** Make a direct claim
- ii. **Stage 2 (Second to Market):** Make a bigger or better claim
- iii. **Stage 3 (Market Tires of Claims):** Lead with a unique/new mechanism
- iv. **Stage 4 (Market Tires of Your Mechanism):** Position your version of the mechanism as unique, bigger and better
- v. **Stage 5 (Market is Tired of EVERYTHING):** Niche Down, Identity Play, Enhance the Experience, Invent a New Mechanism, Connect to Bigger Outside Desire

The main indicators of Stage 3 sophistication are evident in how companies in this space are weary of simple promises of "reliable" or "high-quality" AV solutions, especially given the challenges they've faced with underperforming setups and budget constraints. They are actively looking for more specialized solutions and mechanisms that go beyond standard claims—particularly those offering smoother integration, better user experience, and scalability for future needs.

A unique mechanism that emphasizes the importance of working with experienced AV integrators and offers customized, future-proof systems would likely resonate well. This audience is interested in specific components and setup strategies (e.g., DSPs, wireless microphone arrays, control panels), reflecting a demand for nuanced solutions that genuinely address their needs beyond general claims of quality.

- i. **Three Pillars** (Finally - movable "Will they buy/act?" Canva diagram where you're with EDITING access 🍌🍌🍌) (Take a screenshot of YOUR pillars and insert it below the link)

<https://bit.ly/will-they-buy-act--pillars>

Current Desire Levels (8/10) - The market has a high desire level. They strongly want an AV solution that works effectively without the hassle of poor-quality installations. They are motivated by the need for reliable technology that supports smooth meetings and communication.

Current Belief Levels (7/10) - The belief level is fairly high, meaning the market likely thinks an effective AV solution exists. They need some validation (like credible sources, demonstrations of results, or examples of similar businesses that solved this problem successfully) to fully convince them that a professional AV installation will deliver on the promise.

Current Trust Levels (3/10) - Trust is relatively low. This indicates that potential customers are likely cautious about the providers they choose. They may be hesitant due to previous bad experiences, a lack of familiarity with our company, or skepticism about the claims of various AV

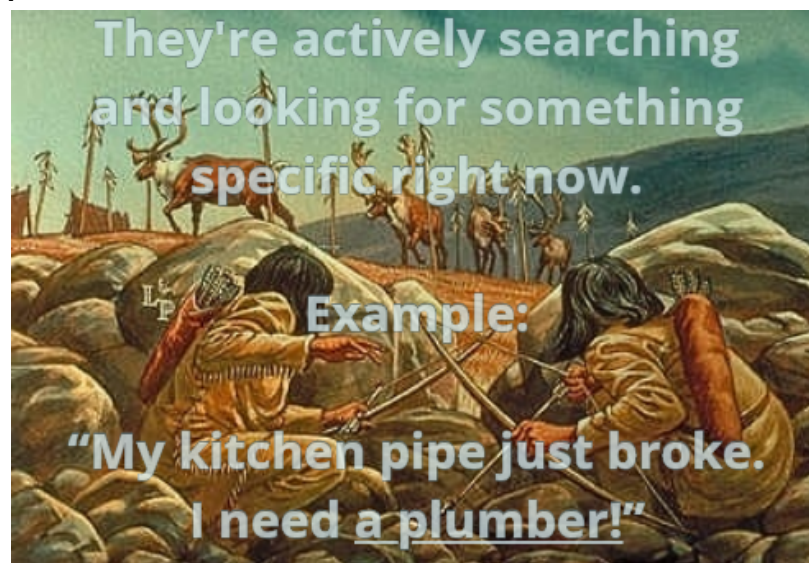
companies. Establishing credibility, social proof, and offering guarantees could help build this trust.

Current Self-Belief Levels (8/10) - Self-belief is quite strong, indicating that the market is confident in its ability to implement a new AV solution once they're convinced it's the right one. This means they're likely to take action if they see a clear path to solving their problem, as they trust their decision-making skills and are ready to make a purchase.

To appeal to this audience, focus on building trust and solidifying belief. Emphasize case studies, guarantees, and professional credentials to alleviate their concerns and reinforce that this investment is worth the effort and money. The high levels of desire and self-belief suggest they're ready to buy if these factors are addressed.

j. **Type of Attention** (pick the appropriate and delete the other)

- i. **ACTIVE** - Give/tease what they want, stand out from the crowd, maximize factors they're using to evaluate between options and continue with the persuasion.



🚩 **Where do I want them to go? (Actions I want them to take throughout my copy)** 🚩

- a. Pick my Google Page
- b. Stay on Page

- c. Capture attention throughout the Entire Page.
 - i. Have it be like a slippery slide where they can't help but keep scrolling
- d. Ask for a Quote
 - i. Boost their trust in our company by a lot
 - 1. Testimonials
 - 2. Case Studies
 - 3. Success stories
 - 4. Highlight Expertise
 - 5. Guarantees
 - ii. Boost belief In Idea

 **What steps (experiences) do they need to go through to go from where they are to where I want them to go?** 

- a. Stay on Page
 - i. Clean Simple Design
 - 1. Immediate good tone, the vibe of the website feels professional, makes the reader immediately asses that there could be value here to get.
 - ii. The image that displays the dream state
 - 1. Shows that we can deliver the desires you have, and give you what want.
 - iii. Stams of credibility
 - 1. Show immediate signs of trustworthiness
 - 2. Years in business
 - 3. Many successful projects, etc.
- b. Ask for a Quote
 - i. Immediate ask for a free quote
 - ii. Level 3 Sophistication Level Play
 - 1. Play with how you're unique from all other companies out there.
 - iii. Crank Trust Levels
 - 1. Convey Expertise
 - 2. Convey Experience
 - 3. Convey Work Guarantee
 - 4. Well Give you Our Expertise and you can still decide to now move forward with us.

- a. This market has a hard time picking and learning about AV installation, well give them a walkthrough on everything they need to know and what's the best thing for them to do and they can still decide to not work with us, that's our guarantee.

- iv. CTA -> Get Quote

- c. Simple Why Us

- i. Convey Technician Expertise
- ii. Dream state delivery for optimal work environment and maximum employee productivity
 - 1. with good quality equipment, no need to waste time anymore with troubleshooting shitty equipment.
- iii. Convey our Values
 - 1. What we are passionate about and care about - align it with the reader's dream state.

- d. What do we do?

- i. What can we offer them?
 - 1. Equipment
 - 2. Features

- e. Testimonials

- i. Add Customer Language
 - 1. Cranks trust levels
 - 2. Success stories that will make them more confident that they too will get their desired results
 - 3. See others living their dream state.

Mind Throughout entire landing pages you keep having the CTA of "get a free quote"

Refined Verison of TPA:

- 1. First Impressions & Visual Appeal

- a. **Stay on Page & Clean Design:** The clean, uncluttered layout reinforces a sense of professionalism and builds initial trust. This aligns with the market's need for a reliable, no-nonsense AV solution.

- b. **Professional Tone and Visual Hierarchy:** The headline and prominent “Get a Free Quote” button ensures that users immediately understand the core offer and are directed toward taking action.
- c. **Dream State Visuals:** The images depict professional, high-quality installations, that resonate with the ideal outcomes that potential clients envision. This helps in bridging the gap between their current state and the dream state, where AV issues no longer hinder productivity.

2. Credibility Signals

- a. **Stamps of Credibility:** Features like industry certifications, affiliations, and testimonials lend authority and trust to the company, which addresses the low trust levels.
- b. **Years in Business and Successful Projects:** These are essential for conveying the stability and reliability of the company. This messaging can be amplified to emphasize their long-standing presence in the industry and consistent delivery of promises.

3. Call to Action (CTA) Strategy

- a. **Frequent CTA - "Get a Free Quote":** The repeated CTA button throughout the page keeps the option to take action visible at every scroll, making it easy for potential clients to act whenever they're ready.
- b. **Zero-Risk Approach:** Reinforce the “no obligation” nature of the quote to reduce hesitation. The message can also clarify that users will gain value from the consultation, even if they don't proceed with the purchase. This could further reassure those who are hesitant to commit immediately.

4. Sophistication and Differentiation Strategy

- a. **Level 3 Market Sophistication (Lead with a Unique Mechanism):** Highlighting unique elements or mechanisms in their process can set this company apart. For instance, they could emphasize a distinct consultative approach, specialized equipment selection process, or a proven installation methodology that guarantees minimal downtime and optimal results.
- b. **Comparison to Competitors:** Although subtle, messaging that indirectly positions them as more thorough or committed to quality than others can appeal to customers who have been disappointed by past providers.

5. Trust-Building Content

- a. **Expertise, Experience, and Guarantees:** Clearly state the technical qualifications and expertise of the technicians. Including phrases like “certified experts” or “experienced in high-stakes installations” can boost confidence.
 - b. **Offer Transparent Guarantees:** Consider adding a section that explains any guarantees related to the installation quality, service timelines, or ongoing support. A service guarantee or “satisfaction guarantee” for initial consultations could mitigate any remaining skepticism.
 - c. **Trust Reassurance in Terms of Guidance:** Frame the consultation as an opportunity to learn about AV solutions and decide without pressure. This can appeal to customers who need guidance but don’t want to feel obligated to purchase immediately.
- 6. Outcome-Focused Messaging (Dream State)
 - a. **Emphasize the Transformation:** Describe the before-and-after states for businesses that upgrade their AV systems. For example, “Imagine a workplace where meetings start on time, presentations are seamless, and there’s no troubleshooting required. That’s the environment we create.”
 - b. **Connect to Productivity and Ease:** Reinforce how high-quality AV installations directly contribute to a more efficient and productive workplace. This aligns with the customer’s desire to eliminate tech-related frustrations and creates a compelling vision of their improved future.
- 7. What They Do – Services and Equipment Clarity
 - a. **Highlight Specific Services and Equipment:** Instead of listing services in generic terms, describe how each component (touch screens, 4K projectors, multi-room audio) can benefit a business or enhance specific work functions. For example, “Our multi-room audio systems ensure clear sound distribution across large spaces, perfect for companies with open-plan offices or event venues.”
 - b. **Differentiate through Solutions, Not Just Products:** Customers might be looking for “a solution that fits their unique space” rather than a specific product. Emphasize customizable installations that are designed to meet the needs of various business types, including conference rooms, auditoriums, and multi-purpose spaces.
- 8. Testimonial Use
 - a. **Social Proof and Language:** Testimonials should reflect the customer’s language, emphasizing benefits like reliability, ease of use, and professional outcomes. For example, using phrases like “reliable,” “timely,” and “within budget” directly addresses common concerns.

- b. **Results-Oriented Testimonials:** If possible, highlight testimonials that speak to specific outcomes (e.g., “Since installing the systems, our meeting productivity has noticeably improved.”). This reinforces the benefits and helps potential clients envision themselves achieving similar results.
- 9. Values and Passion (Aligning with Audience Values)
 - a. **Express Core Values:** Rather than only describing services, incorporate a statement about the company’s commitment to quality, customer satisfaction, and continuous improvement. Language like “We’re passionate about making technology work for you” can resonate with customers seeking a dedicated provider.
 - b. **Communicate a Problem-Solving Approach:** Show empathy for the common issues clients face with AV setups and position the company as genuinely invested in solving those issues.

Top Players Used:

<https://www.avid-isl.co.uk/installation-services/audio-visual-installations/#installations>

<https://mvsav.co.uk/solutions/video-conferencing/>

https://sysflex-av.co.uk/?utm_term=av%20solution%20company&utm_campaign&utm_source=adwords&utm_medium=ppc&hsa_acc=3144003541&hsa_cam=15143337557&hsa_grp=128862229083&hsa_ad=558286102034&hsa_src=g&hsa_tgt=kwd-736215940743&hsa_kw=av%20solution%20company&hsa_mt=p&hsa_net=adwords&hsa_ver=3&gad_source=1&gclid=Cj0KCQiAoe5BhCNARIsADVLzZcSCFMF_G7M0CoXsu7ip9tvTyRT6XleSa1ak6tPebEawDTXp6qw8H0aAps1EALw_wcB

 **Copy Format? (DIC/PAS/HSO)** Highlight the appropriate format in **yellow** 

- a. DIC
- b. PAS
- c. HSO

④ U Headline/Subject Line 4U's Formula: ④ U

- ☐ Urgent
- ☐ Unique
- ☐ Useful
- ☐ Ultra-Specific

ACTUAL COPY/ASSET:

(Let your creativity roam free! This is a rough, first draft.)

 Click!

DONE WITH THE FIRST DRAFT?

- ☐ NO - Go back and finish it   
- ☐ YES - Evaluate and improve your copy
  

EVALUATE & REFINE PROCESS

(Ask yourself specific questions about EVERY single phrase/line)

Jason's Method

1. What is the objective of this piece of copy/marketing asset?
2. What am I, the writer, doing to accomplish this objective? Why does it work? How could I do it better?
3. What mistakes am I, the writer, making that keep me from accomplishing my objective? How can I fix these mistakes? How can I keep myself from making these mistakes in the future?
4. What would the reader *feel* reading this piece of copy OR sentence?
5. What bootcamp lessons are at play? What other bootcamp lessons can I, the writer, include to make the copy more successful?