

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Kitchen wrap renovation

Business Objective: Generate x+ inquiries, drive consultations, and establish as the top kitchen wrapping solution.

Funnel: Paid Ads & Organic Social Media → Landing Page → Inquiry Form → Consultation → Service Booking

WINNER'S WRITING PROCESS

1. Who am I talking to?

DEMOGRAPHIC PROFILE:

- A. Homeowners aged 30-60, married or with families, who want to enhance the look and value of their homes.
- B. Middle to upper-middle-class income level, allowing for discretionary spending on home improvements.
- C. Likely urban or suburban residents with moderate to high disposable income.

PSYCHOGRAPHIC PROFILE:

- A. People who want their kitchens to look modern, fresh, and stylish but avoid the high costs and lengthy timelines of full renovations.
- B. Interested in quick, minimally invasive home upgrades that don't disrupt their daily lives for extended periods.

- C. Value convenience, efficiency, and aesthetics but are wary of spending excessively on remodelling.

LIFESTYLE & BEHAVIOUR:

- A. These individuals are often influenced by home improvement trends on platforms like Instagram, Pinterest, or HGTV.
- B. Likely DIY enthusiasts who have dabbled in minor upgrades but prefer professional help for more involved projects.
- C. Often prioritise products and services with positive reviews, proven durability, and a clear return on investment (e.g., home value increase).

PAIN POINTS:

- A. Frustration with outdated kitchen looks that don't align with current design trends.
- B. Apprehension around the costs, time, and potential mess of traditional renovations.
- C. Concerns about environmental impact and waste generation from full kitchen cabinet replacements.

IDEAL SOLUTIONS & MOTIVATORS:

- A. They seek affordable ways to update their kitchens while maintaining high standards of design and durability.
- B. Motivated by options that improve home value with minimal financial strain.
- C. Interested in services that are quick, eco-friendly, and enhance the overall ambiance of their home.

2. Where are they now?

AWARENESS LEVEL:

- A. Some may be unaware of “kitchen wrapping” as a solution and are exploring options like refacing, repainting, or full cabinet replacement.
- B. Others may know of wrapping but need more information on its benefits, longevity, and suitability for their specific needs.

CURRENT FRUSTRATIONS:

- A. Overwhelmed by the expense and time commitment that traditional kitchen remodels require.
- B. Sceptical of cost-effective solutions that claim to deliver premium looks and durability.
- C. Uncertainty about the durability of wrapping compared to more established methods like cabinet replacement.

TYPICAL SEARCH BEHAVIOUR:

- A. Actively looking at online home improvement forums, Pinterest, YouTube, and home design blogs for kitchen upgrade ideas.

- B. May have spoken to friends or family who have recently done a kitchen renovation or are gathering quotes from multiple providers.
- C. Watching home makeover shows or scrolling through social media, often landing on ads and inspiration boards.

EMOTIONAL STATE:

- A. Wanting a change but possibly feeling paralyzed by the many options and the potential hassle of remodelling.
- B. They may feel discouraged about finding a solution that is both affordable and visually appealing.
- C. Curious and open-minded about alternatives but need convincing of quality and reliability.

INFLUENCE & DECISION POINTS:

- A. Likely to be persuaded by social proof, such as customer reviews, testimonials, and photos that showcase successful transformations.
- B. Price sensitivity plays a role, so providing comparative cost savings is effective.
- C. Tend to appreciate transparency in process, pricing, and expected outcomes, as well as assurances on durability and maintenance needs.

3. What do I want them to do?

AD/VIDEO OBJECTIVE:

- A. Stop Scrolling and Engage: Catch attention with visually engaging before-and-after transformations.
- B. Click to Learn More: Prompt them to visit the website to see how the service works and get inspired.

WEBSITE:

- A. Browse Portfolio: Encourage them to view a gallery of completed projects to envision their own transformation.
- B. Fill Out Inquiry Form: Use a short, simple form on the landing page where they can describe their kitchen's current state and request a free consultation.

ULTIMATE GOAL:

- A. To position wrapping as the most practical and appealing kitchen update solution and convert them to paying clients who will eventually recommend the service to others.

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?

SOCIAL MEDIA ADS/CONTENT:

- A. Hook: “Tired of your outdated kitchen? Discover a new look without the hassle of a full renovation.”
- B. Visual Appeal: High-quality before-and-after videos showing kitchens transformed by wrapping, focusing on modern, fresh styles.
- C. Empathy and Trust: Address common frustrations—“no mess, no hassle, no weeks of downtime.”
- D. Call-to-Action: “Swipe up to see our transformations and get a free quote on your new kitchen look!”

WEBSITE (LANDING PAGE):

- A. Clear Value Proposition: “Get a Stunning Kitchen Transformation in Days, Not Weeks. High Quality. Eco-Friendly. Cost-Effective.”
- B. Customer Testimonials: Showcase video or text testimonials from past clients emphasising ease, affordability, and satisfaction.

Process Explanation:

- Step 1: Consultation to understand your style and kitchen needs.
- Step 2: Professional wrapping of cabinets, giving a new look without tearing down anything.
- Step 3: Enjoy your refreshed kitchen—completed within days.

Social Proof: Highlight reviews and satisfaction rates to boost credibility and trust.

TRUST & RELIABILITY:

- A. Guarantees on Quality and Satisfaction: Highlight warranty details, satisfaction guarantees, and quality of materials to build trust.
- B. Transparent Process Explanation: Explain the wrapping process in a way that is clear, focusing on ease, speed, and lack of disruption to their routine.
- C. Professionalism and Expertise: Present the team as experts in cabinet wrapping, emphasising training, certifications, or years of experience.

VISUAL PROOF & ASPIRATIONAL VALUE:

- A. Before-and-After Photos: Display a gallery of past projects, including various kitchen styles, to demonstrate versatility and quality.
- B. Interactive Media: Videos showing the transformation process could create a “wow” factor, reassuring them that their kitchen will look new without demolition.

- C. High-Quality Finish: Feature close-up shots of finished cabinets to emphasise that wrapped cabinets look indistinguishable from new.

EFFICIENCY & CONVENIENCE:

- A. Minimal Downtime: Clearly state that wrapping typically takes a fraction of the time of a renovation, with completion in days, not weeks.
- B. Mess-Free and Eco-Friendly: Highlight the eco-benefits of avoiding landfill waste, along with a cleaner, mess-free process that keeps the home intact.
- C. Flexible Scheduling Options: Provide reassurances about convenient scheduling options, ensuring minimal disruption to their daily life.

AFFORDABILITY & FINANCIAL SAVVY:

- A. Cost Comparison Graphics: Offer a clear comparison showing the price of wrapping vs. full cabinet replacement.
- B. Value for Money: Position wrapping as a high-value investment that boosts kitchen aesthetics without a significant financial burden.
- C. Long-Term Durability: Educate them on the durability of wrapping materials and how they can withstand kitchenware-and-tear, reducing the need for frequent upgrades.

DRAFT

Facebook/Instagram Ad Video Script (45 Seconds)

- **Script:**

“Are you tired of your outdated kitchen but dreading the cost and mess of a full renovation? We get it!”

[Show before and after visuals]: “Our kitchen wrapping service offers a complete transformation in just days without ripping anything out.”

“Imagine sleek, modern cabinets at a fraction of the cost. No dust, no mess, no downtime.”

“Eco-friendly, quick, and affordable. Ready to love your kitchen again?”

CTA: “Swipe up to see more transformations and get a free quote today!”

Headline: “Say Goodbye to Outdated Kitchens—No Renovation Needed! 🌟”

Body Copy: “Tired of staring at the same old cabinets? Transform your kitchen in days without breaking the bank or tearing down anything. Our eco-friendly cabinet wrapping service offers you the modern look you want, with zero mess and minimal downtime. Don’t settle for outdated—click to see how it works and get your free quote!”

- **CTA:** “Learn More” (Directs to landing page)
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Short VSL Script (5 minutes)

- **Script Outline:**

Hook: “Imagine updating your entire kitchen in a few days without the cost or hassle of a renovation.”

Pain Point: “Renovations can be expensive and take weeks, but no one wants to spend that kind of money or time just to get a fresh look.”

Story: “Meet Sarah, a busy mom who wanted to update her kitchen without disrupting her family’s schedule. After a quick consultation, our team transformed her outdated cabinets in days, not weeks—leaving her thrilled with the modern, clean look she’s always wanted.”

Solution: “Our professional wrapping service gives your kitchen a high-end look, all while saving you time, money, and hassle.”

CTA: “Want to see the difference in your own kitchen? Fill out a quick form, and let’s start your transformation today!”