

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Car Detailing Business

Business Objective: Retain and make clients book with them again and again. And get some new clients

Funnel: Instagram Posts, Website

WINNER'S WRITING PROCESS

1. Who am I talking to?

Car owners with cars they admire.
Rich people in New York (Westchester)
Mostly already clients.

2. Where are they now?

They take pride in the look of their car so they want it to look pristine all the time.
Their cars are also probably in a lot of photos so they do need it in the best shape possible.

Could possibly be in need of window tints as well.

Also could be a client with a very dirty car and wants a revamped, clean look.

3. What do I want them to do?

Take action to get their cars cleaned every month/week

Know that WashQ has the best detailing in the area and is the best place for detailing.

Book with our client with intent to become a monthly recurring customer.

Have clients book more frequently.

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?

See the rapport that our client has built with their current clients

Find them via social media, and look at the good job the detailers have done on other expensive cars.

Seeing the expensive cars would tell them something like "If they could work on these expensive cars then they must do a very good job to have clients with expensive cars."

Social media can show the status + free information + secret deals that convince the viewer to buy

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Our client has loyal clients who book frequently and they are not experiencing much challenge.

How could I provide enough value for them to keep me on their team and make them millions?

First let's establish what the market is asking for.

Our market is car owners (mostly expensive) who take the further step on cleanliness and shiny-ness to make their car's look even more presentable.

The market usually consists of high earners who are willing to spend thousands of dollars on details.

What could separate my client from other car detailing companies?

Well first it would mainly be a social media status.

Also could be providing deals like special offers that make our current clients want to book more as they see the deals as an opportunity.

My client already has a really strong and stern social media status in his surrounding area.

Considering my client has a strong client list an **email sequencing campaign** should work well to get current clients that have strong rapport.

The emails will mostly consist of free info (like a secret club) and deals that would get common clients to book a service more frequently.