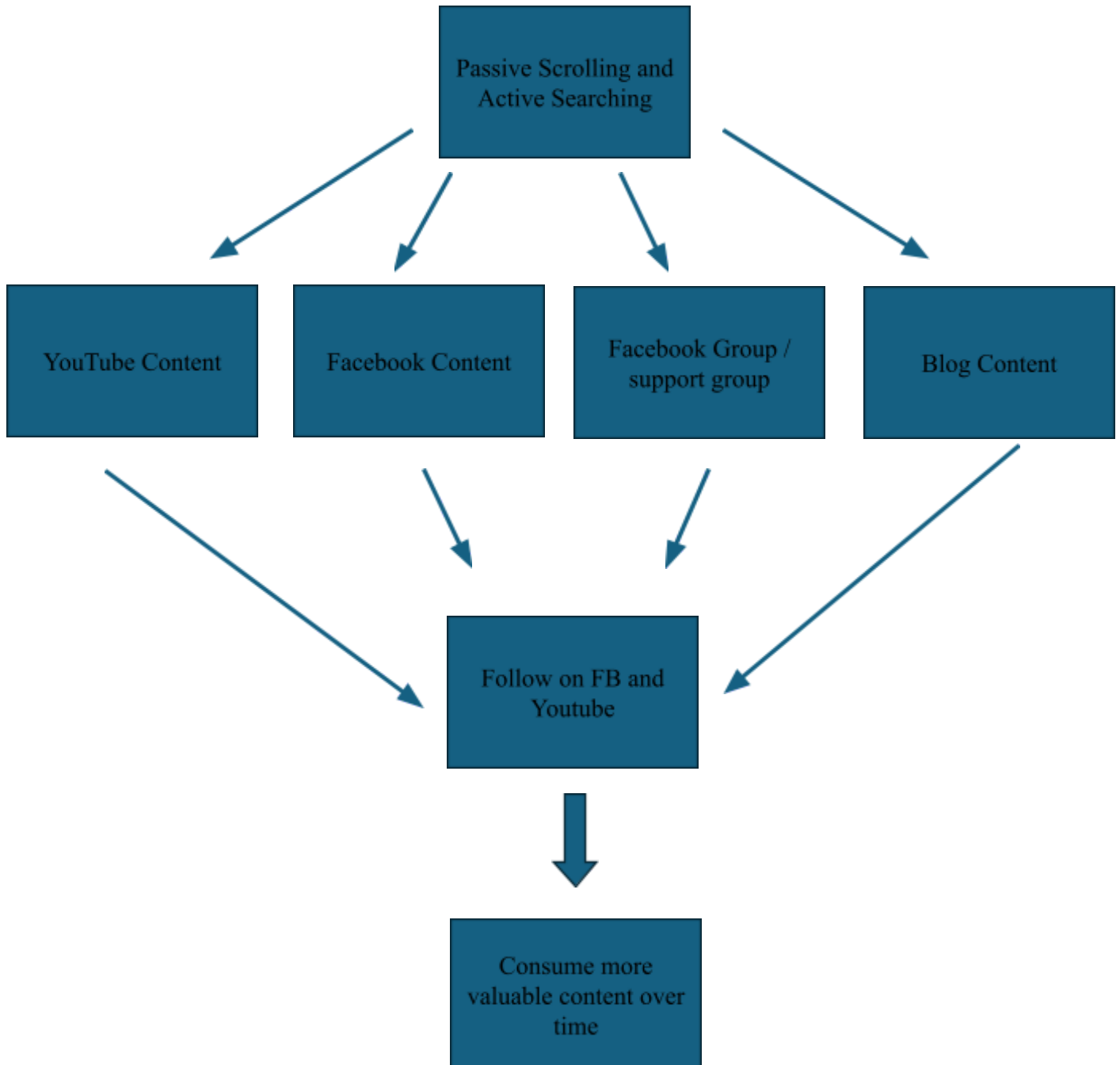


Current Funnel: (full analysis breakdown is at the bottom of the document).

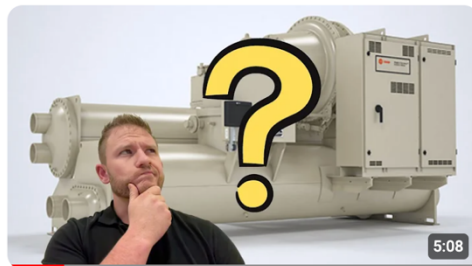




CTA On FB Group, YT, FB Page,
and other social media. To go to the
website to purchase a membership.

Current Top Of Funnel: YouTube Search / Scrolling:

YT videos to help educate guys in the HVAC Trade,
specifically in the Chiller Niche:



240 3 %ER

Mastering The Basics: What Is A Chiller?

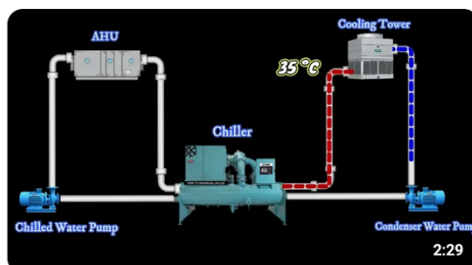
6.6K views • 4 months ago 7.6x

THE CHILLER GUYS 1.52K subscribers

The Chiller Guys Information Sharing Group: www.thechillerguyshu...

8 chapters Intro | What is a Chiller |...

what is a chiller chiller chiller plant hvac
central plant what is an air cooled chiller
what is a water cooled chiller
screw chiller centrifugal chiller air cooled chiller
water cooled chiller cooling tower evaporator
condenser chilled water absorber
absorber chiller chilled water system
condenser water mechanical chilled water pumps
building services chiller system hvac training
how a chiller works chillers hvac



4.9K 1 %ER

Working Principle of Chiller Plant | Animation | English

366K views • 1 year ago 34 VPH >100x

Zebra Learnings 23.9K subscribers

In this video we have explained about the water cooled chiller plant basic working principle. We have created this video with ...

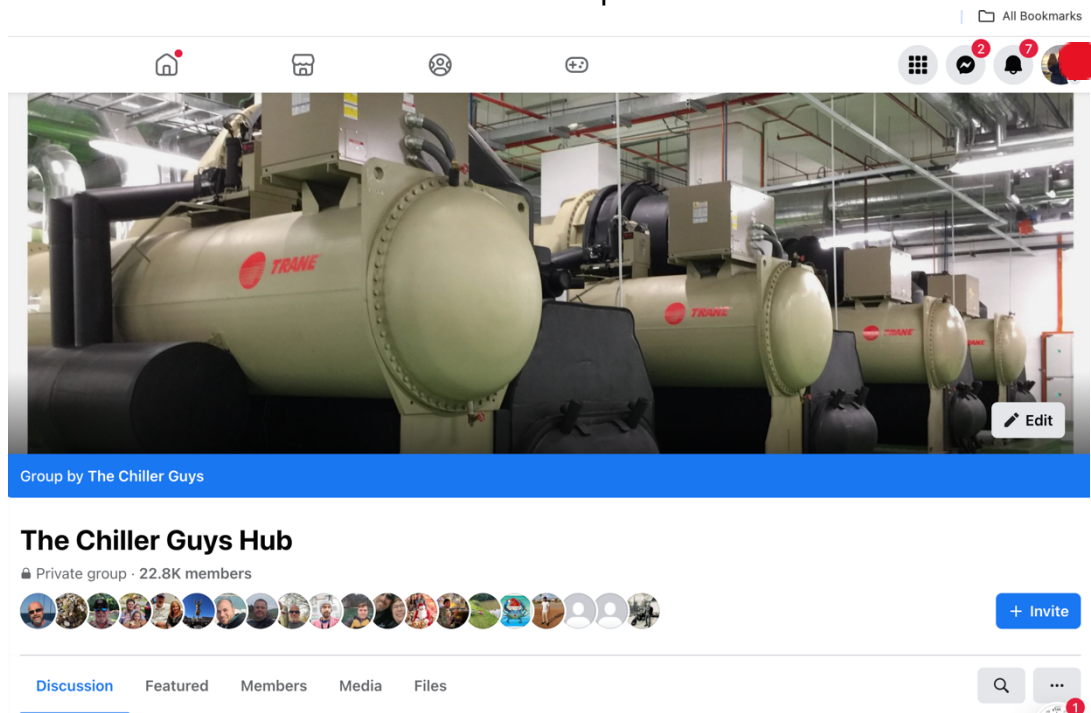
CC

chiller plant working principle water cooled chiller

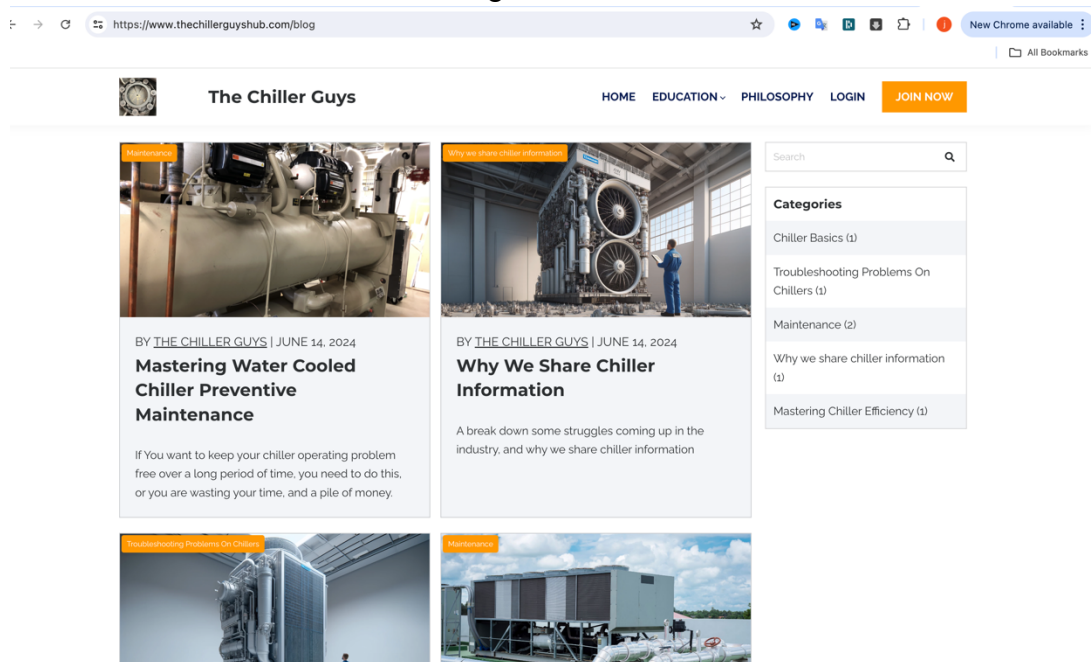
Blog And YT on Search results

Mastering Air Cooled Chiller Maintenance: The Power of Preventive Maintenance Checklists

Current Middle Of Funnel: consume valuable content And CTA in most content now: FB Group



Blog on website



Current bottom of funnel: Sales Page.

Link to the Website:

<https://www.thechillerguyshub.com/home>



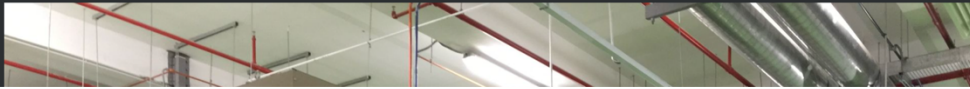
The Chiller Guys

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GET WHAT **YOU NEED** TO BE **SUCCESSFUL** WORKING ON CHILLERS

Join Now >

- ✓ GET THE TRAINING YOU NEED
- ✓ SHARE INFORMATION
- ✓ GAIN A STRONG NETWORK



WHAT IS THE CHILLER GUYS?

The Chiller Guys, is a **global networking platform** where like-minded individuals work toward achieving their professional goals in the chiller industry.

Each member receives access to **all** of our **Exclusive Training** and guidance along the way.

Our unique **educational & networking platform** is improving the lives of technicians around the world, by giving guys the ability to share their knowledge with each other



Stay Informed!

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On New Chiller Training!

Don't worry, we won't spam your inbox
with irrelevant information.

E-mail address

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tricks, and other promotional material

WHAT

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achieving their professional goal

Each member receives access

Our unique **educational & netw**
the world, by giving guys the ab

GUYS?

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lives of technicians around
th each other

What Do We Teach?

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Screw)**



**Chiller Operational Logs,
Maintenance Sheets, And
E Book**



**Daikin AGZ Chiller
Training (Air Cooled Scroll
Chillers)**

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Chiller manufacturers withhold chiller information, and employers aren't sending guys to thousands of dollars worth of training. Invest in your own success and Join The Community today and be part of the solution.

[Join Now >](#)



Analysis: The Chiller Guys.

Business Type: Online Learning for chiller technicians.

Business Objective: Get People To purchase an annual / monthly membership

Funnel: Facebook and YouTube content For Passive Scrollers. Also some content for active searchers on youtube. Also directing some people from facebook group with CTA's

Funnel Identification

1) Who am I talking too?

- a) HVAC Technicians. (break down the customer profile and their main problem)
The end user. The customer is a male. He is already an hvac technician, looking to advance his career and earn more money, earn respect, and develop a reputation.

2) Where Are they at now? (scrolling on social media, searching in google, looking for answers on reddit, etc..)

- a) (Active/Passive)
Passively scrolling on facebook and youtube. Some are actively searching on YouTube, but most are not. They are also working inside the facebook group to help each other solve problems.
- b) Current pain / desire for Solution to the problem you are trying to resolve.
– 3/10 most are not actively searching for a solution to their problem, but deep down, they likely want the dream outcome. Have some pain and discomfort, however, it is not likely that they are actively searching for a solution for their problem.
- c) Current belief that the solution you offer will work.
1/10 for new, random customers who haven't consumed any content. For the guys that have consumed content, probably 2/10, not doing a good job of calling out what we do. They are likely skeptical, because its an online based program,

and HVAC is hands on. I also have very little reputation, very few people have heard of me, and there aren't any customer success stories on the website.

- d) Current trust level in your company coming In new off the street.
is minimal, 1/10. Trust is very low because they haven't heard of the company, new to the block, and need to amplify trust Dramatically.
- e) Describe the Current pain state.
They have a deep rooted desire to be more, to be better, to be respected, and be the best version of themselves. They are likely sick of the position they are in, and wouldn't mind making changes if the perceived value is high enough. They want to likely make more money, increase status, and be able to have a better life for their families.
- f) Describe their ideal dream state in detail.
They want to have more money, they want a positive future. They want to be successful in their career. Desire to be more, to be better, to be respected, and be the best version of themselves. To change their life.

3) What do I want them to do (funnel breakdown, at each step of the process)?

- a) Search on google / stop scrolling / search on YouTube / etc...
get them to stop scrolling with some interesting content and copy on youtube and Facebook.
- b) First Action I want them to take
Click on the Facebook or YouTube content, consume the content, or join the facebook group, so they build trust and belief with the intention of learning more.
- c) Second Action I want them to take.
Consume all of the content on the sales page, use the call to action to go to the final page where it breaks down everything that's included, and give them a buying opportunity.
- d) Third Action I want them to take. (add more if more actions are required).
Purchase an annual membership, or a monthly one.

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 (each stage from previous funnel breakdown?

- a) What makes someone want to take the first action? (visuals, do they demonstrate the dream state, what's the contrast of the images, texts, price, is it helpful to them, etc..)
 - i) Click on the video on YouTube or Facebook with the intention of learning more.
builds some intrigue and interest in learning about chillers. Visuals need to stand out, grab attention, have good contrast, build intrigue, peak curiosity, make them feel like they are missing out if they don't click on the link.
Currently I don't believe They don't demonstrate the dream state well,

contrast on a lot of the content is poor. It will drive traffic, but doesn't actually convert. Poor planning on the funnel at this point in the game.

b) What makes someone want to take the second action? (offer dream state, lower cost, lower time investment, less sacrifice, talk about convenience)

i) At this point the desire is too low in most of the current content. There is some interest, but nothing is helping build their desire for the dream state.

c) What makes someone want to take the third action? (offer dream state, lower cost, lower time investment, less sacrifice, talk about convenience, is trust and belief above cost?)

selling the vision. Nothing currently. Trust, and belief is too low. Talks about working with experts from around the world to build trust. No customer testimonials to communicate trust, doesn't talk about convenience, doesn't talk about the grand vision, doesn't talk about less sacrifice, doesn't effectively bring trust and belief above cost.

The layout and color choice appears to communicate strength, excitement and power, not so much trust and belief. Dark colors, orange and white texts are a nice touch, but sales page needs an overhaul.