

Tao Of Marketing Live Example: Enpal

Business objective - get addresses/leads via the multi-step form.

Meta Ads -> Landing Page -> Submit Multi Step Form

100 Pushups

<https://vimeo.com/997896955>

Winner's Writing Process 1 (07.2024)

1. Who am I talking to?

- a. Middle-aged men/women - looking for a trustworthy solar provider
- b. Villingen-Schwenningen & surroundings

2. Where are they at now?

- a. VS & surroundings
- b. Scrolling on Instagram or Facebook
- c. Level 3 Solution Aware - Solution Aware, They know they have a problem and how to solve it, but they don't know us yet / Why we are the best choice.
- d. Stage 5 - Tired of everything (Going for Experience, Identity and Niche down)
- e. Current State:
 - i. Annoyed by the high electricity costs/bill (Due to the massive increase in electricity prices, I would like to install a PV system on the roof.)
 - ii. There are too many providers, who should you choose?
 - iii. The paperwork is too much / feed-in tax? (My problem is that I hate bureaucracy and don't really know much about it / I shy away from bureaucracy and paperwork as much as the devil shuns holy water.)
 - iv. Looking for competent advice
 - v. Refueling an electric car is expensive / electricity is expensive - you want low costs
 - vi. **An investment in a PV system costs me this money once, but in the future we will have a little more in our wallet every month. / We could also use cheaper car charging (hybrid). This would**

essentially optimize the cycle. So I can really understand your ambition.

vii. Uncertain / no plan when the investments will pay off / is it worth it

f. Dream State

i. Everything mirrored from above

ii. Want to save cheap electricity/money

iii. Charge your electric car for free / Never pay for gas again.

iv. The system pays for itself after 6-8 years MAX.

v. Everything from a single source, competent advice and support if you have any questions

vi. FAIR PRICE

vii. I have a new building with a heat pump and now also a pv system with storage and wallbox. In addition to our diesel, there is also a nice electric car in the yard. The combination ensures dream returns.

viii. I did a lot of calculations beforehand. Mostly cautious. Expectations were far exceeded. While there was still some fear during the implementation as to whether the investment was really smart and would be profitable, I now have to say, yes, it was a damn great decision. The whole thing was leveraged via a loan. It's just free money.

ix. Consumers such as electric cars and heat pumps. They significantly increase your own consumption and thereby increase your return. Electric cars can usually be charged completely with PV electricity from April to October and heat pumps can be charged during the transition period.

g. Solution - A photovoltaic system from a reputable provider, preferably regional - guaranteed!

h. Product - photovoltaic company dmsolar!

i. Perceived Cost - HIGH, you get a free quote for your solar system but you know that solar systems are very expensive

j. Current desire - 7-8/10 - You really want to reduce electricity costs

k. Belief in idea/solution - low - middle - read a lot about it on the internet, lots of opinions - unsure if it is a wise investment.

l. Trust in company - Very low, there are now so many providers and also bad experiences - problems

3. What do I want them to do?

a. Read the website or fill out the lead form

b. Get an offer

i. You should believe dmsolar that we are the best. 20 years of experience!

ii. Convince you that PV is the right decision and will be paid off after 6-8 years

iii. Make it clear to you that it is the right way and that you can protect yourself from high electricity costs, especially at the moment when there is so much going on around the world and it can change every day

4. What do they need to experience/think/feel to do that?

- a. First get their Attention, Testing Ad Creatives - Testing Big Headlines - Benefits-Pattern Interrupt - Beautiful Houses with solar systems - Moving Parts - Smash Objectives - Shiny Objects
- b. Read the Ad Copy, the Ad Copy need to hyper focus on selling the click and that we are the perfect fit - Explain on the LP why we are the perfect fit
- c. Stay on the page
 - i. Complete price including assembly
 - ii. Social Proof - Already so many solar inquiries
 - iii. No VAT, including 100% all-round worry-free package, without deposit
 - iv. Clean simple design
 - v. Check free availability!
 - vi. Multi Step Formular
 - vii. Social testing again - TÜV tested, award winner, Fastest Growing Company - partner of banks - known from magazines
 - viii. Checkpoints - Step 1. Complete in one minute - CTA, Step 2 Completely free, tailor-made solution just for you & advice - CTA, Step 3. Professional installation - Produce your own electricity - CTA (Save electricity costs now)
 - ix. Social Proof - Customer Testimonial - System in operation since xx.xx.xxx
 - x. FAQ

Warum ist genau jetzt der richtige Zeitpunkt, um in eine Solaranlage zu investieren?

Vor 10 bis 20 Jahren erhielten Solaranlagenbetreiber noch deutlich höhere Einspeisevergütungen, allerdings waren Photovoltaikanlagen damals noch extrem teuer und ineffizient.

Heute kosten die Anlagen nur noch ein Bruchteil dessen und sind um ein vielfaches effizienter. Hohe Strompreise erhöhen den Anreiz sich mit einer eigenen Photovoltaikanlage von Stromkonzernen unabhängig zu machen. Da die Einspeisevergütung für überschüssig produzierten Solarstrom sinkt, kann ein Einstieg gerade jetzt sehr lukrativ für Sie sein.

Durch die über 20 Jahre garantierte Einspeisevergütung und unser Rundum-Sorglos-Paket tragen Sie kein Risiko, sind gegen böse Überraschungen abgesichert und können Ihre Ersparnisse präzise berechnen.

[Zum Solar-Check](#)

Sind Enpal Solaranlagen von der Mehrwertsteuer befreit?

Ja, Enpal Solaranlagen, die ab dem 1. Januar 2023 in Betrieb genommen werden, sind von der Mehrwertsteuer befreit! Als neuer Enpal Kunde sparen Sie sich also die Mehrwertsteuer und können Ihre Enpal Solaranlage komplett ohne Finanzamt betreiben. Nur auf die Wallbox und eine Servicepauschale wird weiterhin Mehrwertsteuer erhoben.

Enpal Mietkunden haben zudem den großen Vorteil, dass sie ihre Anlage ohne Mehrwertsteuer aus dem Mietvertrag herauskaufen können.

Alle Informationen zum Thema "Solarenergie und Steuer" finden Sie hier.

[Zum Solar-Check](#)

Wie hilft Enpal mir dabei, meine Stromkosten zu reduzieren?



In den letzten Jahren hat sich ein deutlicher Trend der Strompreisentwicklung abgezeichnet. Die Preise für die privaten Haushalte haben sich in den letzten 20 Jahren von 16 auf rund 43 Cent pro Kilowattstunde mehr als verdoppelt (Stand: Januar 2023, Quelle: Bundesverband der Energie- und Wasserwirtschaft e.V.).

Auf der anderen Seite wird Solarstrom immer günstiger. Denn: Die Technologie wird immer besser, und die Produktion der Module in großen Stückzahlen wird immer billiger.

Wir haben es uns zur Aufgabe gemacht, mit Blick auf die Umwelt unseren Kunden Ersparnisse zu ermöglichen, anstatt die Taschen der Großkonzerne zu füllen.

Zum Solar-Check

- i. Classic level 3 play. DREAM OUTCOME (solar system finally easy) + Why we are better (Experience stage 5 play) - From the market leader in Germany
- ii. Social proof - TÜV seal
- iii. Up until now the purchase was complicated - with us everything is easy
- iv. Become independent from electricity companies now - reduce costs!
- v. CTA -> Calculate savings now!

Why us?

- Regional & personal (qualified, regional craftsmen)
- 5 in 1 complete package - solar system, storage, wallbox, app, heat pump save real money
- Finished in 6 weeks - on average from consultation to installation
- Talk about experience - so many satisfied customers, 100% all-round worry-free package, no VAT - MultiStep

Show dream state

- Social Proof, 15k Bewertungen 4 Sterne.

Crank cred

- TÜV, DIE WELT, FAZ Institute

CTA section

- Full experience play
- Maps
- CTA BUTTON
- Credibility banner

5. META ADVERTISING TOP player

a. Headline

- i. A solar system is cheaper than most homeowners think
- ii. Solar Check: Check availability here (AD HEADLINE)

- iii. A solar system is cheaper than most homeowners think
 - iv. Complete solar package for [LOCATION]
 - v. Are you a homeowner in Germany 🏠 and have always wondered how much you can save with a solar system? 🌞🔌🔋
- b. Body
 - i. DIC Framework - Distract Intrigue/Social Proof CTA
 - ii. Many providers require high down payments with long waiting times of several months. You often even pay extra if you want the system sooner. To avoid such mistakes, we recommend getting a free quote from the market leader
 - iii. The advantage: While others require high down payments, Enpal gives you a free, non-binding offer. You can produce your own electricity in just a few weeks. 🏆
- c. CTA
 - i. How much does it cost to install a solar system on your roof? Do the check here for free in 2 minutes.
- d. Creatives
 - i. Big headlines (e.g. goodbye electricity companies, COMPLETE SOLAR PACKAGE - installation etc.
 - ii. Advantages
 - iii. Bright Colors - Pattern Interrupt
 - iv. VIDEOS: If you are a homeowner and are looking for a solar system with a 0€ deposit then watch out now - 15 SEK

GENERAL NOTES

- Landing Page
 - However, the feed-in tariff has been falling by 1% every 6 months since February 1st. Anyone who is now switching to solar can still do so **higher feed-in tariff** secure.
 - **WHY WE** The solar provider Enpal is particularly popular among homeowners. What makes Enpal so popular? In recent years, Enpal has become... **Solar market leader** developed (Those). More than 55,000 homeowners are already saving on their energy costs with Enpal. **Up to 80% less electricity costs** are possible thanks to Enpal!
 - Landing pages built like blogs with links to get offers.

Ihre individuelle Solarlösung wird nun für Sie geplant. Sie können jetzt einen kostenlosen Expertentermin vereinbaren. Dort erfahren Sie:

- ✓ Wie viel Ihnen eine Solaranlage spart
- ✓ Wie viel eine Solaranlage kostet
- ✓ Wie die Anlage auf Ihrem Dach aussieht

 Jetzt Termin buchen

 Sofort Rückruf erhalten

Unsere Rückrufzeit ist aktuell:
ca. 2 Minuten

Feed-in tariffs from February 1st decrease by 1% every 6 months. Although supposedly

I have a new building with a heat pump and now also a pv system with storage and wallbox. In addition to our diesel, there is also a nice electric car in the yard. The combination ensures dream returns.

I did a lot of calculations beforehand. Mostly cautious. Expectations were far exceeded. While there was still some fear during the implementation as to whether the investment was really smart and would be profitable, I now have to say, yes, it was a damn great decision. The whole thing was leveraged via a loan. It's just free money.

Consumers such as electric cars and heat pumps. They significantly increase your own consumption and thereby increase your return. Electric cars can usually be charged completely with PV electricity from April to October and heat pumps can be charged during the transition period.

Installing solar systems has never been easier. Electricity costs have risen dramatically over the last 50 years and it's not getting any better

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Solar

Business Objective: Opt-in on LP

Funnel: Ad Copy - LP - Opt-In

WINNER'S WRITING PROCESS 2

(08.2024)

1. Who am I talking to?

- a. Homeowners in Schwarzwald-Baar-Kreis
- b. Solar interested parties
- c. People who want to save
- d. Primarily Germans and upper class
- e. Age about 30-50 years

2. Where are they now?

- a. Scrolling on FB/IG and expecting value
- b. Current → Dream State
 - i. They only know good things about solar and are unsure what the catch is
 - ii. They want to save money

- iii. They have already informed themselves but have not yet dared
 - iv. They are before taking the next step - conversation and then purchase
- c. Awareness - Solution Aware Level 3
 - i. Level 2 would be (are you upset about the electricity bill?) + Educate
 - ii. Level 3-We guide you with the best solution to success (Offer-Appointment) Sophistication
 - iii. Sophistication - Stage 2
 - iv. Everyone says save money with a solar system
 - v. Everyone is throwing around guarantees
 - vi. They promise shorter payback periods
- d. Sophistication - Stage 3
 - i. BIGGER CLAIM → We pay your bill
 - ii. Exact offer ONLY with home visits

3.What do I want them to do?

- a. Stop scrolling
- b. They should think "Wow, is there something I don't know yet?"
- c. This could change my life and maybe that's the reason why everyone else already has solar
- d. Click on LP

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?

- a. They should feel hope towards improvement
- b. They should see that it works and they can do it too
- c. They should feel that a solar system can change their life for the better CTA
- d. Learn more and continue to click on LP to read more
- e. There, make an appointment

Readers roadblocks and solutions/mechanism to solve:

Many people want to switch to solar energy but don't understand how it works or are unsure about the benefits. They may have thought about it before but never moved forward. I can help by providing expert advice and clear information about their home, finance and everything they need to know. This will give them the tools they need to make a decision whether to go solar or not.

One of the biggest roadblocks in this industry is the 'lack of information' about a system and the possibility of financing it.

We solve this through our free lead magnet, which includes an appointment at their home.

Personal analysis copy:

The copy is untested. This is going to be our next campaign.

We analyzed the following Strengths:

Engaging Headline: The question format is effective in grabbing attention. It challenges the reader's knowledge and piques curiosity.

1. **Educational Approach:** You educate the reader about the benefits of solar energy, which adds value to the ad by informing rather than just selling.
2. **Local Relevance:** Mentioning the Schwarzwald-Baar-Kreis helps personalize the message for your target audience, making it more relatable.
3. **Call to Action (CTA):** You encourage the reader to discover more, which is a strong CTA that can lead to higher engagement rates.

We've improved the copy by emphasizing the benefits and enhancing readability, but we also need a professional analysis for further clarity.

Possible Improvements:

We were considering restructuring the copy in a completely different way—
more story-based or more focused on social proof.

Since this is a high-ticket product, we understand that the purchasing process will be longer, but we need to create as much curiosity as possible in the ads to achieve a high click-through rate. On the landing page, we need to educate strongly by providing free value (free appointment) and important infos.

But maybe we should advertise directly with the offer in the ad copy for speaking to the people who already are sure about solar? (That's a thought we had as well.)

Shorter LP Copy maybe?

DRAFT

HEADLINES:

- ☀️ Schwarzwald-Baar: This could change everything! ☀️
- ☀️ Schwarzwald-Baar: What do the others know that you don't? ☀️
- ☀️ Discover the secret solar knowledge in Schwarzwald-Baar-Kreis! ☀️
- ☀️ Schwarzwald-Baar: What could solar mean for your home? ☀️
- ☀️ Schwarzwald-Baar Homeowners: What you don't know about solar yet! ☀️
- ☀️ Schwarzwald-Baar: Did you know how solar can reduce your costs? ☀️
- ☀️ Homeowners in Schwarzwald-Baar-Kreis: Do you already know this solar advantage? ☀️
- ☀️ Homeowners in Schwarzwald-Baar-Kreis: Is solar the answer? ☀️
- ☀️ Is solar the answer for homeowners in Schwarzwald-Baar-Kreis? ☀️

Headline: Schwarzwald-Baar Homeowners, do you really know everything about solar energy?

You've heard a lot about solar, but there's a crucial detail most overlook.

Did you know that a well-planned solar system can not only drastically reduce your electricity costs but also make you completely independent from rising energy prices? Simply by replacing it by a fixed amount.

Many of your neighbors in Schwarzwald-Baar-Kreis have already taken the step – but what do you know that you don't yet know?

Find out the secret behind the success of these solar systems and how you too can benefit from it.

Headline: Schwarzwald-Baar: Do you know enough to decide confidently for or against solar?

Your neighbors have already opted for solar.

But what do they know that you might still be missing?

This knowledge could be crucial to deciding confidently whether solar is the right choice for you or not. Get all the information you need to make your decision with confidence.

Click on "Learn more" now and find out if solar is the right solution for you.

A family from Schwarzwald-Baar-Kreis faced the question:

Is solar energy really worth it?

Unsure and skeptical whether it was the right decision, they initially hesitated. But after thorough information and a clear cost-benefit analysis, they dared to take the step.

Today, just one year later, they have drastically reduced their electricity costs and enjoy independence from rising energy prices. From initial doubt to a decision that pays off every day.

👉 Click on "Learn more" now and see how you too can make the leap into an energy-independent and economical future.

What if your electricity bill never went up again?

Did you know that you can minimize your electricity bill while protecting yourself against future price hikes or inflation? The solution is simpler than you think. Replace rising electricity costs with a fixed, stable rate.

! That is lower than your current electricity bill. !

Discover the benefits of owning your home without leasing or rental models. Click on "Learn More" to find out how this is possible.

PS: However, there is a catch, not everyone can benefit from this...

— What if your electricity bill never went up again?

Your electricity bill would not only never rise again, it would even be lower than your current one – no matter how much prices rise or how much inflation increases.

Benefit from:

- ✓ Fixed electricity costs: Receive a fixed, predictable electricity bill that is protected against inflation.
- ✓ Long-term savings: Save month by month and invest in a worry-free future at the same time.
- ✓ Independence: Take control of your energy costs and free yourself from the monopoly.

Press "Learn More" to take the first step towards a worry-free future.

Everything is going to be in german.

We are not entirely sure about the copy because we have tried something similar before.

Maximieren Sie Ihre Einsparungen und minimieren Sie Ihren CO2-Fußabdruck mit Solar!

Genießen Sie niedrigere Rechnungen und eine grünere Zukunft mit Solarenergie

Solar: Der doppelte Vorteil, Geld zu sparen und die Umwelt zu schützen!

Reduzieren/Senken Sie nicht nur Ihre Stromrechnung, sondern auch Ihren CO2-Fußabdruck!

Landing Page Copy

Are you a homeowner and live in Villingen-Schwenningen or the surrounding area?

Pay an inflation-protected fixed amount for your electricity for 6-8 years that is lower than your current electricity bill.

Replace your increasingly expensive electricity bill with a lower, inflation-protected fixed amount.

After 6-8 years, this fixed amount will no longer apply and you will receive your electricity for FREE.

I would like a non-binding consultation!

Hundreds of thousands of households just like yours have already switched to solar energy for this reason.

Social Proof (LBS)

—

Testimonials

Everyone tells you to invest in solar energy to lower your electric bill, but they never show you how to do it. Until now.

Dear homeowner,

Imagine, **a representative of your electricity provider** rings your doorbell and makes you the following offer:

"Dear Mr. X, you have been a loyal customer of ours for over 15 years and have never missed a payment.

For this reason we would like to make you the following offer:

Pay a fixed amount for the next 6-8 years that is even lower than your current electricity bill and then you will receive your electricity completely free of charge.

Would you accept this offer? A) Yes, immediately. or B) No, I prefer to continue paying the electricity bill?

If you have decided on A)...

What has stopped you until now?

A solar system can make this possible for you. Instead of paying thousands of euros to your electricity provider, invest in your future.

The calculation is simple: you replace your current electricity bill, which gets more expensive every year, with a lower, inflation-protected fixed amount. For the first 6-8 years, you pay this fixed amount instead of your electricity bill.

As soon as the system has paid for itself, this amount also disappears. This means you will keep your electricity costs to a minimum for at least 20+ years while increasing the value of your home.

You may think that a solar system is difficult to afford financially. But no matter what you decide, you have to pay a bill - be it the increasingly expensive electricity bill or the constant, inflation-protected rates for your solar system.

It's your choice.

I would like a non-binding consultation!

This offer is for you if...

- You're looking for ways to make your monthly expenses more predictable.
- You want to be protected from rising energy prices in the long term.
- You want to increase the sales value of your property.
- You have children and want to create a sustainable future for them
- You are interested in using innovative technologies and benefiting from the advantages

I want to be completely honest with you (about this offer).

Not every house is suitable for a solar system.

There are various factors that determine whether your house meets the optimal requirements to benefit from this attractive offer.

- Roof orientation and pitch: Is your roof ideally aligned for maximum sunlight?
- Shade influences: Are there trees, buildings or other obstacles that could affect the efficiency of the solar system?
- Roof space: Does your roof have enough space to install the panels?

I would like a non-binding consultation!

OFFER

Want to find out if your home qualifies? Then arrange a non-binding consultation today! Your future self will thank you.

We'll help you find out if your home qualifies.

We would like to offer you a 15-30 minute, free, on-site consultation to determine whether your home is suitable for such an offer. Only through an on-site inspection can we give you precise information, instead of making you an offer based on speculation like on many online portals.

After this short conversation you will know whether your house is suitable. (If you're interested, we can then go into more detail and discuss everything else.) If not, at least you'll be clear that it's not right for your house.

BONUS: We pay your electricity bill!

If your house proves to be suitable and we can guarantee you this result and you accept our offer, as a welcome gift and thank you for your trust, we will cover your electricity bills from the order confirmation to the commissioning of the system. This means you can enjoy the benefits of a solar system from day one.

CTA

RISK REVERSAL

We always stay true to our principle: quality over quantity



My name is Milivoj Dobic and as managing director of dmsolar, I personally stand for the integrity and craftsmanship that defines our work.

You benefit from:

- 30 year guarantee on the system,
- 20+ years of experience in the solar industry
- 10,000+ completed customer systems
- We are your local specialist company - we are just a stone's throw away from you
- You get everything from a single source
- We work hand in hand with the leading manufacturers - you only receive the latest products, not stock items
- 100% customer satisfaction - Lifelong system support after commissioning

I would like a non-binding consultation!

Thank you for taking the time to read this page. I look forward to hearing from you soon!

Milivoj Dobic

FAQ

- How long does it take for the solar system to pay for itself?
 - Modern solar systems often pay for themselves in 5-10 years, depending on your energy consumption. After that, you benefit from almost free electricity and save money every year. In addition, a solar system increases the value of your home, which is an additional long-term investment.
- Does a solar system produce enough energy, even in bad weather?
 - Our solar systems are designed to work efficiently even in cloudy weather. A thorough site analysis and accurate yield forecasts ensure that the system meets your needs. Excess electricity can be fed into the grid, generating additional revenue.
- Will solar technology soon become obsolete?

- Today's solar technology is very sophisticated and efficient. Our systems have a long service life of over 25 years. New technologies can often be retrofitted so that your system always remains up to date.
- What legal and regulatory hurdles are there?
 - We take care of the entire approval process for you. Our team is well versed in local regulations and ensures that all legal requirements are met.
- Will a solar system fit on my roof?
 - Before installation, we will thoroughly inspect your roof. There are many technical solutions to overcome structural challenges. Our experts are here to help you every step of the way to ensure the installation goes smoothly.
- Is a solar system worth it in the long term?
 - Yes, a solar system offers long-term financial benefits through lower electricity costs and potential feed-in tariffs. You also contribute to environmental protection and make yourself less dependent on rising electricity prices. Our guarantees on the performance of the systems give you additional security.

PS:

In case you're one of those who scroll straight down, here's a quick summary:

Replace your current electricity bill with an inflation-protected fixed amount that is even lower than your current electricity bill by switching to solar energy. However, not every home qualifies for this offer. We offer a free 15-30 minute on-site consultation to determine if your home is suitable.

As a BONUS: If your house qualifies and we can guarantee such a result and of course you also want to accept the offer, we will cover your electricity bill from the order confirmation to the commissioning of the solar system.

You have nothing to lose. In just 15 to a maximum of 30 minutes you will find out whether your house is suitable for this offer or not.