

Detailing Profits Masterclass

Facebook Ad

1. Who am I talking to?

- a. Beginner detailers who want to make it big
- b. They want to grow their business and looking for the right way to do it

2. Where are they now?

- a. Subscribed to the Pro-Detailing Toolbox
 - i. They've seen what kind of products & tools they need, but don't know what it takes to start an actual business that makes consistent profit.
- b. Scrolling on facebook, looking at the current detailing content in the market
 - i. "Disaster detail" content is interesting, (but it doesn't grow your business)
 - ii. They want to build a legitimate, profitable detail business
 - iii. The hardest part of building a detailing business is setting a foundation right in the beginning,
 - 1. They think getting the right tools and products is enough.
 - 2. They don't learn how to bring local customers to them and
 - 3. They don't have a system for turning 1-time customers into maintenance clients who pay them again and again.

3. What do I want them to do?

- a. Buy my Masterclass
 - i. The Detailing Profit's Masterclass
 - 1. Manual
 - 2.

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. Credibility of an expert
 - i. Over 1,500 detailers have been through his private program-The Detailing Profit's Masterclass
 - 1. Just opened back up access
 - ii. "14 years of detailing experience"
 - iii. Calls out mistakes beginner's make when they want to start their business.
 - 1. Tools and products alone are not enough.
 - 2. Time-tested, proven business formula

3. Social Proof
 - a. Other detailers have built recurring income of 3-5k per month
- b. Book now, click the link
 - i. Urgency
 - a. Insanely discounted Price
 - b. Insane bonuses attached
 - c. Access available for 3 days
 - i. "Depending on when you're watching this you may only have a few hours left to click the link and join me inside"
 - d. Tribal Affiliation
 - i. Be with other detailers in a similar position who are building their businesses right along side you
- c. Visual Short Video's
 - i. An attention grabber
 1. (shows him getting sprayed by foam)
 - ii. Examples of "dirty detail video's"
 1. Water-vac being drained with dirty water
 2. Chemicals working on a dirty rim
 3. Reversal
 - a. These are not profitable methods of growing a business in the real world
 4. Vacuum Dirty Carpet
 5. Showing a drill&cleaner foam up a rubber mat; wipe off with a rag
 - a. Showing same process on a leather seat
 - b. All purpose cleaner and wash hood/top
 - c. Steam-extracting a cloth seat
 - d. Dumping a vacuum FILLED with DIRTY water.
 - e. Excessive spraying a rim and cleaning with rim woolie
 - i. Tire is shiny
 - ii. Spray off with water
 - f. Drill method with a soaked floor mat
 - i. Power wash off
 - ii. Extract it after

