

100 PUSH-UPS-><https://rumble.com/v45nz4z-100-push-ups.html>

4 QUESTIONS

Who am I talking to?

- Men or Women? family
- Approximate Age range? 30-50
- Occupation? white collar or retired
- Income level? 40k
- Geographical location? Scotland

AVATAR:

Sarah is married at 45 with two kids, one has moved out while the other is a teenager still living with them. Sarah is retired while Husband is still working in the office.

Sarah wants a beautiful kitchen space with a more vibrant yellow hue on the walls that is more modern and inviting than their boring white walls. She also wants cupboards that look more modern and less outdated so she can enjoy being in her kitchen and it can have a warm aura to it. Sarah wants to upgrade her kitchen with modern and stylish designs. She wants to be in the kitchen that she can enjoy for its look and features but importantly because it is new, and **it is her last escape in her everyday life**. She wants the best value for their money, the best accommodation from the remodeling team, and a speedy project.

Painful Current State

- What are they afraid of? living the rest of their life without a kitchen to be proud of, picking a design and project that **they don't like**
- What are they angry about? Who are they angry at? inefficient use of space, or an unattractive or outdated design.
- What are their top daily frustrations? Difficulty moving around and using the space, Not knowing where to start with the design process, Managing the budget and timeline
- What are they embarrassed about? They feel embarrassed about the appearance of their outdated kitchen/bathroom which does not look appealing and looks old, because people will **see them as less fortunate** and because they aren't proud of the kitchen either
- How does dealing with their problems make them feel about themselves? overwhelmed by not knowing where to start with their home remodel,
 - What do other people in their world think about them as a result of these problems? they will think of them as poor, less fortunate and low-value
- If they were to describe their problems and frustrations to a friend over dinner, what would they say? "I'm so tired and I don't feel good bringing people over because the bathroom doesn't feel lively and it looks old and worn out, I just wish I had a kitchen to be proud of"

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like? a stylish, lively, inviting, colourful home

- Who do they want to impress? family, friends
- How would they feel about themselves if they were living in their dream state? **happier and more comfortable** with their home also more proud to show it to others
- What do they secretly desire most? a bigger more stylish house they can show to others
- If they were to describe their dreams and desires to a friend over dinner, what would they say?

I want a space where I can cook and entertain my friends and family with ease. I want a kitchen that has room for the whole family. I want a space where I can relax and recharge. A kitchen I am proud of and to show to others.

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face? they believe that a home remodeling job will be costly, and they also believe that the installation will be a tiring and frisky experience
- Who do they blame for their current problems and frustrations? previous owners maybe
- Have they tried to solve the problem before and failed? Why do they think they failed in the past? overestimating their own skills underestimating the cost not having a clear plan
- How do they evaluate and decide if a solution is going to work or not?
- What figures or brands in the space do they respect and why? property bros, fixy upy, for their expertise, style, commitment to quality
- What character traits do they value in themselves and others? they want their team to be hard working and well mannered and cooperative
- What character traits do they despise in themselves and others? they don't want the people in the company they work with to be lying, not do things by the books and slow with the information exchanges

Where are they now?

They do not like their kitchen and how it looks but it doesn't annoy them enough to take action, they do not even know where to start or what they want for it so I need to show them their **problem** first.

Where do I want them to go?

I want them to click the link and take the free consultation for their home remodelling project and eventually close a deal with my client

What must they experience inside of my copy to go from where they are now to taking the action I want them to take?

They have to become aware of the problem which is the state of their kitchen. Then They have to be convinced that a home remodeling project is low risk high reward and high value and that it is the best solution for them and their kitchen.

ROADBLOCK:

Keeping them from their dream state is the state of their kitchen. The looks of it. It is outdated and they are not proud of it or showing it to people. And they are not aware of this.

They are not aware of the problem. They do have concerns about the company they would work with, mainly the value-for-cost and trustworthiness of the company and they want to be assured that the experience will be smooth and speedy (relatively).

SOLUTION:

Getting an idea of what designs they like or what they could get. Doing a kitchen remodelling project and selecting their own look and design as well as having a good price, and getting their kitchen remodelled to feel warm and inviting as well as having that modern look and working well and being spacious.

ANALYSIS:

The assumptions are too head-on and they might be offended and click off

Might be too long for a FB ad, I will have to find a way to insert the same emotion into a shorter ad

I didn't show them the positive benefits on their mind as an image

The copy: a FB ad for my [client's](#) free home remodeling consultation(kitchen) which they can get via contacting my client from the link from which they will go on to agree on a project with my client

SL: Why your friends **don't come** to your house

Now you might say "They do come, **such-and-such** came over last month"

But you know they don't come too often and, frankly, they are not thrilled about coming over to your house.

Why is that?

Your kitchen.

At the moment of me saying this, an old memory might come to mind of some **back-handed** comment they made about your kitchen, or when your friend looked over at it with **pity** for you.

Yes, they do think of you as **poorer, less fortunate** or whatever degradative label you can think of.

Don't be mad at them, in their own wicked way they are **helping you** make your kitchen better, more inviting, and a kitchen that you will **adore**.

Before you can turn their looks of pity into shocked stares of **envy**, you **absolutely have to know** how you want your kitchen to look.

But don't worry, I've got you covered with a free brochure where you can see all the different styles and designs that you will use for your own kitchen [right here](#).