

Winners writing process → innovations

What Specific Business Objective am I seeking to accomplish?

I am seeking to have CEOs & Decision makers at 6-8 Fig companies fill in their information and contact us in regards to receiving solutions for their packaging.

What Part Of The Funnel Is Needed?

-I will need to have a section near the top of the homepage dedicated for these pieces of copy.

Who Am I Talking To?

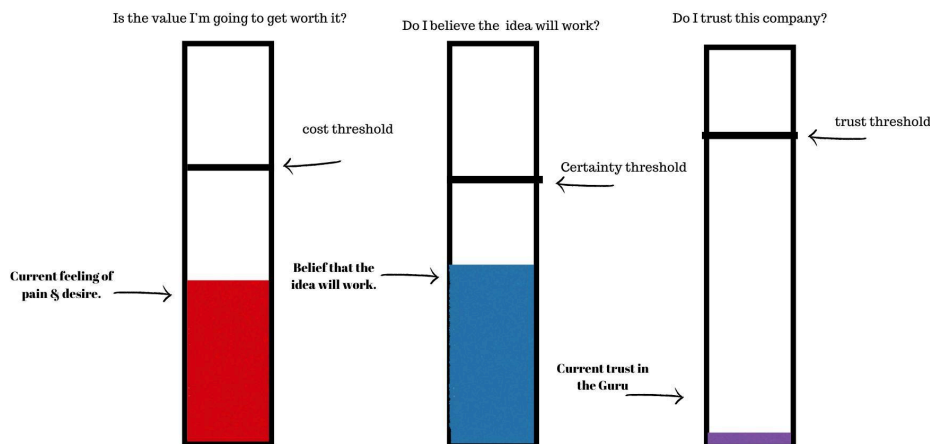
I am talking to a decision maker & a CEO at a business with a general revenue of 6-8 Figures per year.

The person I am talking to already has packaging, they are simply looking for a way to optimize it as a marketing strategy, or as a method of boosting business operations.

I.E. → Increasing ROI/Reducing costs → Enhancing their brands look as eco-friendly. Etc.

Where Are They Now?

They have just entered the website, and scrolled past our header, being introduced to these pieces of copy.



Level of awareness → Level 4 → They're aware we exist, they're aware we offer solutions, however they aren't sold on using us yet because they don't trust us, and don't know if we can help their specific situation

Level of sophistication → Level 5 → They have worked with many companies in the past however they are looking for another one to fulfill their needs in a way that's relatively more valuable to their specific situation

What are their current roadblock: Current → Roadblock → solution

They have packaging, however their packaging isn't achieving a specific goal they have in mind

They don't have the resources or knowledge to achieve this goal and they don't know where to begin

They need a packaging solutions company to come in and deliver this solution to achieve whatever result they want.

Current state using language.

-At first, they seemed friendly and willing to help, but I kept telling them the problem, and they came back with a different response every time. Now, my product has been delayed, and they will not be ready in time for my launch date.

-I'm not mad about the original mistake, I'm FURIOUS about the way they responded to it.

But it's between their incompetence and steep price tag I will have no choice but to find another provider.

-There were so many times we needed to change the version, but Tasha never had a problem doing so.

-I spent so much money on my packaging, and it wasn't even close to what I asked for, the product I received was probably the worst quality I have ever seen in my life. I am very disappointed in their quality control and the "Solution" They offered me.

-I want my brand to be eco-conscious, but it is significantly more expensive than any comparable option, and it's often compromised by substandard quality!)

-Unbelievable today how hard it is to find helpful customer service, No one would pick up the phone or give me any time of day, and I've been put on hold, having to wait, and ask over and over and.. You get it..

-I'm so disappointed with her excuses, From start to finish, the entire process was frustrating, drawn out, and unnecessarily complicated.

-I had three upset customers not receive their products, the glue on the mailers did not hold together, the mailers fell apart and thus the contents fell out during transit.

-I am NOT easy to deal with, and i'm currently facing a challenge in finding the perfect sustainable packaging that aligns with my vision and furthers my brand,

Many sites lead you to believe that they're earth friendly ,and eco conscious.

-We've worked with many manufacturers before, but never found them as hard to work and communicate with, they would take hours, or DAYS to respond and because of all of the delays in communication my order was not received until AFTER my deadline.

-We were put on hold waiting, and asking over and over before we received any "solution"

-We tried packhelp and We've never had such a bad experience with product quality. They print and ship from china and the product I received was probably the worst quality print I have ever seen in my life!

-Previously I had been working with another manufacturer, but I could feel the waste of materials with each purchase

-I need a partner that can handle a wide array of printing needs, while bringing the quality and consistency we need to further our brand,

-I was very disappointed that the site leads you to believe it's earth friendly and eco conscience but it's printed and shipped from China. How does that make sense?

Dream State

-Their dedication to transparency and circularity is honestly inspiring. Their newsletter and blog posts have been really helpful for me trying to decide what shipping supplies to use and their pros and cons.

-I am so grateful to have my business more in alignment with my principles.

-I was very excited for my order to arrive and help elevate my packaging, I am so proud to ship my products with their eco-friendly material,

-The team were such a breeze to work with, just about every time we've had a problem with our products, they've been there with an innovated idea or solution that exceeded our expectations and produced top notch products!

-their partnership and collaboration to make my project a huge success was their priority, I appreciated the fact they are a partner invested in our growth, not just treating us like a transaction. they've always made the impossible 100% possible,

-They make it easy to be eco-conscious while still using packaging items, the quality of item i've received has been (TOP NOTCH) every time. They have a good range of sustainable options for packaging

-I know I can always count on the team to deliver the "wow" factor, all of the material we receive is perfect down to the exact detail!

They were very attentive to our design requests and their attention to every detail was terrific!

-The pricing was more than reasonable and they never treated us like a transaction

-love their commitment to sustainability, and how transparent they are in what works and what doesn't: no greenwashing here!

Where do I want them to go?

-I want them to click over to our vision page, since this is where the real persuasion & shifting of beliefs takes place.

-Otherwise this copy is placed on the homepage so they will keep scrolling.

Our mission is to make yours more achievable.

Our mission is to guide eco-conscious brands like yours to a more sustainable future on repeat because we recognize that no packaging

today, (including ours) can truly be considered eco-friendly.
Every packaging even the most eco-friendly options has a harmful impact in some way.

Our vision for packaging looks much different.

With every brand we serve, along with each innovation we pursue,
We are making tangible leaps towards this goal while helping brands like [Little Words Project](#) become eco-differentiators in the process.