

FaceBook/Instagram ads (for a sailmaker)v5

The sailmaker is called Sander Sails
(Spinnaker is a type of sail not a boat)

The 4 questions

1. Who am I writing to?

I am writing to yacht owners who are looking for a new [spinnaker](#). They want something that is quality and made in a loft by a sailmaker who also sails. They want quality sails with the proper computer software and machinery. They also want the most modern materials like carbon fibre to be used.



the white blue and red one is a spinnaker

2. Where are they now?

They are scrolling on Fb or Insta watching reels, stories and just looking through their feed and come across one of the ads which spikes their curiosity

3. What actions do I want them to take at the end of my copy?

I want them to go to [Sander Sails spinnaker design tool](#) and check it out and play around with designing their own spinnaker

4. What must they experience in my copy from where they are now to taking the action I want them to take?

They must be intrigued by the concept of designing their own spinnaker as it's something to the extent of my knowledge no other sailmaker offers or very very very few do offer it.

The ad must provide clear and concise details on the product short, sweet and to the point

The reader's roadblocks and the solution

Roadblocks:

His main roadblock is finding a quality loft who made quality sails and are sailors themselves. But he doesn't want to go to a super small loft as he is scared they will not have the most modern equipment and will use outdated methods. He wants to find a loft who uses all the most modern equipment and methods to make incredibly high quality sails.

Solution:

The solution to his problem is to find a quality loft run by sailors who use all the most modern equipment and methods to make incredibly high quality sails. With a high reputation for excellence

Target Market

- What kind of person is going to get the most out of this product?

The person who is going to get the most out of this is an avid sailor who likes to have sails for every type of weather and appreciates well made quality sails, that last long and work well that aren't over priced.

They also appreciate when staff are kind friendly and have good customer service and fast shipping times

- Who are the best current customers, with the highest LTV?

The person is the best LTV is someone who also is an avid sailor who likes to have sails for every type of weather and appreciates well made quality sails, that last long and work well but has a bigger budget and can buy more sails more often might even have multiple boats, they are also loyal to their sailmaker.

They also appreciate when staff are kind friendly and have good customer service and fast shipping times

- What attributes do they have in common?

They both are avid sailors who appreciate when staff are kind, friendly and have good customer service and fast shipping time, well made quality sails, that last long and work well, they both also like buying local from a loft with a high reputation as they know they will get their money's worth

Avatar

- Name, age and face.

Name: Steve

Age: 46

Face



- Day-in-the-life.

Steve is upper middle class and loves sailing. He races every weekend and whenever he gets the chance he enters into sailing events or goes on a cruise.

He is always looking at what's new and in the sailing world and loves following big sailing competitions like Sail GP and America's Cup. He knows a lot about the different types of boats, brands, sails, and what makes the difference between a good sail and a bad one.

He is always looking how he can improve his boat and make it faster and more effective with new well priced quality sails.

- **Values.**

He values quality sails made in local lofts, by sailors for sailors, he values hard work and attention to detail. He is loyal to companies he likes. And really appreciates when the businesses are friendly and will have a conversation with you.

- **Outside forces.**

Outside forces that affect him are his Family, his friends, his crew and various media sources, some mainstream like the news, radio, etc... Some are just about sailing, blogs, forums, social media, etc..

- **Current State.**

His boat isn't in the worst state possible, it's clean and well maintained. He doesn't win every race but is always in the front or middle of the pack. The only time he is at the back of the pack is when something goes completely wrong e.g headsail rigged incorrectly.

He feels like his boat should be doing better he has a slight feeling that the reason his boat isn't performing as well as it should be is because of his lack of variate in head sails and that they are old and made out of old heavier and less effective materials, compared to the the other boats who have modern sails.

- **Roadblocks.**

His main roadblock is finding a quality loft who made quality sails and are sailors themselves. But he doesn't want to go to a super small loft as he is scared they will not have the most modern equipment and will use outdated methods. He wants to find a loft who uses all the most modern equipment and methods to make incredibly high quality sails.

- **Solution.**

The solution to his problem is a quality loft run by sailors who use all the most modern equipment and methods to make incredibly high quality sails. And are friendly and happy to have a chat with you. With a high reputation for excellence

- Product.

Sander Sails a local loft who made high quality sails

Personal analysis

For style two I don't know if I'm giving enough information in the body but the graphic gives away the mechanism. So there is no point in teasing it in my opinion

The copy

headlines:

1. For sails you can trust in any weather →
2. Designing Premium-Quality Sails for the Past 50 Years →
3. Beat your competition in BOAT speed and style →

style 1

Craving the thrill of leading the race, not just following?

But your spinnaker is hard to trim in even light winds and barely holds its shape?

Not to mention in the most severe of weather... From lashing rain and 40 kts of winds to fluffy white clouds and dolphins.

Whatever the weather you need a spinnaker you can trust!

 Custom Spinnakers | *EXCLUSIVE DESIGN TOOL* |

- Millimetre **precision** ✓
- 0% chance of tearing ✓
- Made in the UK by sailors for sailors ✓

For people who want the ease of never having to worry about underperforming sails again, AND want to outpace the competition in both speed and style, click Learn More!



style 2

Tired of ordinary, want extraordinary?

If the answer is **yes**, then we got something for you 🏆

 *Custom Spinnakers* | *EXCLUSIVE DESIGN TOOL* |

- Millimetre **precision** ✓
- 0% chance of tearing ✓
- Made in the UK by sailors for sailors ✓

Start designing your own custom spinnaker, so you can outpace the competition in both speed and style. Click 'Learn More' to get started!

DESIGN YOUR DREAM SPINNAKER

