

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Plumbing

Business Objective: increase testimonials,
increase client reach and sale, 5-10 new clients in a
month/per month ideally

Funnel: Facebook ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- Men and women
- owner occupiers
- age 25-75
- people who need plumbing work in local area
- everyday 9-5 people, interested in service at an affordable price
- business owners (offices, apartment complexes, real estates)

2. Where are they now?

- scrolling on social media

- pain/desire: 3-4/10, may not be actively looking for plumbing services to be conducted

Belief: 5/10, company is not new, many years of experience,

Trust: 5/10, facebook page shows company with family values, but no testimonials

Pain:

- plumbing services that are too busy to give a client their immediate attention

- dodgy workmanship

- having issues with plumbing around the house (internal and external premises) e.g. hot water not working, roofing repair (rescrew, guttering), plumbing maintenance, burst pipes, blockages, backflow prevention, toilet replacement and installs, sink and tap replacement and installs.

Desired dream state:

- plumbing service that is available to cater to clients needs in a good time frame

- good workmanship

- company offering domestic and commercial maintenance/work on a wide variety of plumbing services

3. What do I want them to do?

- Stop scrolling and get the attention of target audience(home owners)

- follow and consume content over time

- click link leading to web page, visit web page (if service is currently required by home owner)

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?

- eye catching ad to grab attention, color and contrast, headline, want to get their attention, and then get them to read/consume the ad

- follow facebook page and continue to consume content

- visit website

Increase pain and desire levels-increase trust and belief:

- "Are you sick of trades that don't show up when they say they will??"

- list of service they provide

- good testimonials; "10/10 same day service, excellent workmanship. Professional, highly recommended."

- professional/quality looking ad that leads consumers to believe that company upholds good values, cares about the work they conduct.

DRAFT

Headline:

ATTENTION MACKAY RESIDENTS!!!

Are you sick and tired of trades taking advantage of you?

Not showing up when they say they will? Just to leave you ripped off with dodgy work, if and when they finally do show up!

Maybe it's time to reconsider and reignite your faith in the belief that there are companies out there that pride themselves on delivering:

- Quality Job communication and coordination
- Excellent on-site workmanship and professionalism
- Willing and wanting to cater to your service and maintenance needs
- And all at a reasonably affordable price

Look no further than Revel Plumbing Mackay!!

Revel plumbing is a honest, hardworking, locally owned and operated business with 5+ years servicing Mackay residents plumbing needs, and over 45+ years of experience in the plumbing industry between our crew of highly skilled and qualified technicians.

Now what can we do for you!!

We provide a wide variety of plumbing/roofing maintenance and services ranging from residential to commercial jobs of any stature!

Our services include:

- Hot water system replacement/installations and component repair
- toilet replacements/installations and component repair
- Roofing re screw and gutter repairs
- burst pipes
- blockages
- Backflow prevention
- sink and tap replacement/installations

Stop wasting your time with tradesmen who see you as just another client, and start spending your time with a team that genuinely cares about helping you fulfill your plumbing needs!

Revel Plumbing

**MACKAY'S PLUMBING & ROOFING PROFESSIONALS
EXPERIENCE INDUSTRY EXCELLENCE TODAY!!**

 **CONTACT US**

0405559656
services@revelplumbing.com.au

