

# WRP- South Simcoe Shine Shop Website Copy

**Business Objective:** Persuade Potential Clients Who Visit The Website To Fill Out A Request A Quote Request Form With An Intent To Buy.

## ❖ Who Am I Talking To

- Truckers - Owner / Operators in central ontario
  - Predominantly men a decent amount of disposable income

## ❖ Where Are They Now?

- See Tik-Tok Content WRP Document
  - <https://docs.google.com/document/d/1iFcoPhy1cB98EQQzVvO30BOi4upL5aouuqGdlUY7Cc4/edit?usp=sharing>

## ❖ What Do I Want Them To Do

- **Read Website Copy**
  - If they aren't motivated to do this, then the rest is a mute point.
  - I think most of this work will be done in the content part of the funnel. By the time they get here, they shpou;d already be interested/curious.
- **Fill Out A Request A Quote Form**
  - This is the beginning of the Purchasing Process. The Purpose of the website Copy is twofold:
    - Convince people to fill out quote request
    - Prime them excited to follow through with the purchase

### ➤ **Book Appointment**

- This is where the Money is \$\$\$

## ❖ What Do They Need To Think/Feel/Experience In Order To Do That?

- **Interest/curiosity to read the Copy on the website**
  - Curiosity is built in the previous part of the funnel
- **A desire for a polished, showroom quality truck**
  - This desire should already be present, Include pictures of finished badass trucks to solidify the desire
    - Pictures of badass trucks work better than pictures of polished truck parts
      - ◆ We're selling the dream state, not the polished part. So show that instead!
- **A Belief That The Cost Is Worth It**
  - Amplify the desire and Set perspective on price:
    - Increase the value of your vehicle by purchasing our service
      - ◆ A sort of ROI (This happens to be true)
    - Show lots of Visually striking pictures of badass trucks to reinforce desire
  - From Professor Andrew:
    - You don't have to lower the cost threshold as long as your levels are high. One of the best ways to lower the cost threshold that is not sneaky is to compare the cost they'll pay to the MASSIVE benefit they'll get or more expensive other options Imagine you were a ick therapist You could

# WRP- South Simcoe Shine Shop Website Copy

say "\$87 session to give you decades of anxiety free living" Makes the cost seem small in comparison

- **A belief that our service is the best (AKA Trust That We Can Deliver/Trust in the brand)**
  - Testimonials will be huge
  - The "Don't Pay Till it's Done" model will help build trust
  - Social Media presence will boost familiarity and therefore build trust.
    - **This is the priority at this time**
- **The three levers must be at or past threshold for them to follow through with the purchase**
  - **Do they believe the value they are going to get will be worth it?**
    - Amplify Desire and lower Cost Threshold as described above.
      - ◆ Free quote – lowers the cost of entry
      - ◆ Lower effort – we come to you – mobile service
      - ◆ Time – same as before, save time by not driving to get your truck polished – we come to you
      - ◆ Sacrifice – offset monetary sacrifice by boosting desire for the final result – pictures of badass trucks
  - **Do they believe the idea will work**
    - Testimonials, videos and pictures of finished trucks, and social media presence will all lead the customer to believing the idea will work, if they don't already, which they probably do.
  - **Do They trust SSSS enough to Choose us to fill that desire?**
    - If the answer is yes, we need not do anything.
    - However, if the answer is no then here are some things that can help increase trust in the brand:
      - ◆ Testimonials
      - ◆ Social Media Presence ← Long Term
      - ◆ Don't pay till the job is done
      - ◆ **More Ideas Needed**
- **Motivation to fill out quote request form**
  - Implement advanced FOMO Aikido to drive motivation
    - (Big name in the space) has already gotten his Truck Sparkling for (Summer Meet) Don't be the only caught lacking cause of a bad finish on your Truck...Be the first to flex on your friends Before they even start thinking about it. I can only guarantee 13 slots for this summer. (Content Description example)
    - Have the check availability section earlier in the website experience with something that says "Our schedule is filling up fast! Have you booked your spot yet?" and a button that says "free quote"

# WRP- South Simcoe Shine Shop Website Copy

- Get them excited about hearing back
  - Have a pop up of some kind of copy that appears when they request a quote:
    - “It’s almost time for your professional shine! We’ll review your request and get back to you soon!”
    - Show a picture of a badass truck