

- **Who am I writing to?** Who is my avatar?

This website will take the B2B approach, we will aim our copy towards Business owners and investors who are looking to get educated about the AC water system AFTER we've first introduced it to them in person or via outreach.

These people are already curious about the AC water idea but they are skeptical, they don't trust that water coming from an AC can be safe to drink. Secretly they believe in this and want to be proven wrong.

The objective here is to provide enough info to drive them through the persuasion cycle successfully.

- **Where are they now?** What are they thinking and feeling? Where are they inside my funnel?

They are now entering the AC water system website to get all the information they need. They are thinking "How can AC water be safe to drink?" "How does this work?" They just stepped into our funnel, learned about the product, and are curious to know how everything works.

- **What actions do I want them to take?** Where do I want them to go?

After going through the website my readers will want to know more about the AC water system and will be open to learning more about the product and the specific benefits for them (Through our sales reps.)

I want them to book a showing, call, or meeting to see live examples of AC water in the works.

- **What must they experience inside my copy to go from where they are now to taking the action I want them to take?** what are the steps that I need to guide them through to take them from where they are now to where I want them to go?

The goal here is to provide enough information to remove skepticism about the product and lower the barrier of entry as much as possible for our team to talk to them and make an easy sale.

I want to clear the doubts in their mind about the process and inform them about how they're wasting vast amounts of water and spending money

unnecessarily. I want them to realize that they **DON'T HAVE TO PAY FOR WATER ANYMORE.**

How:

The persuasion cycle-

GET THEIR ATTENTION

- Initial attention-getter and sub

AMPLIFY PAINS AND DESIRES

- EXPLAIN HOW IT WORKS
- Highlight industry disruption potential. And benefits of the product
- indoor garden, outdoor landscaping, ice making, and filtered drinking water.

TRUST-

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- "Our Partners"
- Testimonials ← Norm, etc.

CTA-

- CTA lead
- Contact form

Readers roadblocks- Water companies, Their main roadblock is the competitive environment they are in. Water companies in general brag about how they are different and have different filtration systems, machines, etc. In the end, they're all the same... And they know it.

Solution- The AC water system, This water filtration and generation patent will be the key to differentiating themselves from other competitors in the market. This patent will give them the ability to generate more water, faster, cheaper, and be the only ones to have the rights to use it. (For a limited time depending on the contract signed.)

Value ladder & sophistication- These people want a way to differentiate themselves, they want something unique only they can have to achieve the #1 spot in their industry, on the other hand, people want a better alternative to shitty water. These people don't know about this product, hence why explanations are simple, benefits are displayed, and the goal is clear.

Personal Analysis-

I went through the mistakes I made the first time with specificity and wording of certain things.

I revised the document 4 times before resubmitting it. Please help me find other mistakes I am making. I've corrected everything I've noticed.

Current AC water website-

Website Copy-

1st section- Hero Text:

[Introducing the disruptive technology with a strong statement]

NEW HEAD (AFTER REVISION) ↓

Headline:

Our breakthrough invention in repurposing systems can continuously generate clean drinking water and save up to 480 gallons per day for almost \$0 cost.

Subtext:

A single AC unit can generate up to 480 gallons of clean drinking water every day. We use a proprietary design to generate a sustainable water source for your company using a unique combination of condensate pumps, specialized filters, and water reservoirs.

Find out how it works?

Check if it works for you

“A single AC unit, can generate up to 20 gallons of potable water every hour... FOR FREE!” - *Michael Molinar, Patent Holder, AC water systems.*

- Our water treatment process drives condensate water through two sets of specialized filtration systems. By driving chemical-free water through your units, your costs on maintenance will be reduced almost instantly.

- After the initial filtration process the water is driven to a designated reservoir for storage. You can now continuously generate water and store it for emergencies by having a completely independent water source.
- Your average amount of repurposed water generated will be more than 200g a day, individually. Your company will no longer rely on government water supply and will be capable of generating and storing more clean water than before at a fraction of the cost.

Here's how it works:

We utilize a condensate pump to collect condensate water from running air conditioners. Making use of the infrastructure you already have paid for.

This water is then passed through a series of water filtering systems to ensure it meets quality standards and is stored safely inside a designated reservoir.

Finally, it undergoes a final filtration process which is better than current industry standard.

The resulting water is cleaner than traditional 'purified water' and is continuously repurposed for potable and non-potable use.

[Diagram]

[I will position a video interview with the creator of the system to increase credibility and trust]

<https://www.youtube.com/watch?v=5LdNviYMPCE> ←Visual explanation from the creator in an interview.

3rd section- About

[I aim to connect the product to their deep desire to be #1 in their industry with a new, unique, patented product.]

Headline-

“Power angle” -*Norman Strodach, President Impervo.*

Body Text:

Novel

A groundbreaking method of generating water from the air. Our system is opening doors to use “an alternative and untapped water source”.

Patented

Our Technology to generate water on demand is completely patent-protected. This system is a one-of-a-kind opportunity for those who want to bank the early profits in changing market trends.

Cutting-edge

Our technology offers advantages in generation amounts, maintenance, water quality, and cost-effectiveness.

[Learn More]

Head-

[To increase trust, clarity, and desirability I will sell each of these points: Less Maintenance, Cost-effective, ECO, UNLIMITED CLEAN WATER.]

“It easily outperforms any traditional water alternative” -Tami Ryan, COO, Impervo

 website diagram

Water cost reduction-

Using our proprietary – independent – water generation system, each AC unit can almost instantly reduce up to 480 gallons of water daily from commercial water costs

Quicker and easier maintenance -

Periodically conducting quick – easy, to-do – cleanings on the AC unit's evaporator and condenser coils, instantly shows a gradual reduction in maintenance time and labor spent on each water filtration unit.

Repurposing towards a greener world-

Our independent generation and repurposing systems eliminate waste by producing above-safety standard water for potable and non-potable uses. These include Indoor plant growing, landscaping, ice making, Drinkable water, and more.

A simple solution to a large waste problem

Did you know that in California alone, they waste about 200 million gallons of water every day from A/C units? In Texas, it's about 161 million gallons a day, and in Florida, it's around 130 million gallons.

Even smaller states like Nevada, 16 million, Arizona, 44 million, and Colorado, 35 million, waste millions of gallons of water daily.

Our system, implemented correctly and with the right exposure, can greatly contribute to ending the water crisis around large states suffering from water scarcity.

- **Grid of different uses** 

Indoor/outdoor growing

More cost-efficient and healthier

Continuously repurposing nutrient-rich clean water saves on both water AND plant nutrient expenses.

Large scale agriculture

Irrigated agriculture

Our system can greatly help agricultural irrigation problems around the world

- ***Drinking water & Ice Making***

A free, safer, and unlimited alternative for people around the world.

Section 3: TRUST

- **Partners**

- [Norm Strodach, Tami Ryan, Hue Nguyen, Michael Molinar, Nahum Torres & Luis Gonzalez.]

Section 4: Text CTA Build-up

[The goal: one final push to sell the services to businesses and possible homeowners and get them to fill out the CTA contact form below]

AC Water for your growth

AC water is a one-of-a-kind, patented system, tested and proven, with many big figures behind it. Our system captures water generated from air molecules, purifies it to an above-safety standard quality, and is repurposed for any use – potable or non-potable.

Our system can continuously generate and purify water automatically while providing the benefits of lower costs, larger quantities, less time and labor, and higher quality of production.

This unique combination of features gives AC water a clear edge over traditional methods. Learn how AC water can revolutionize your company and instantly demonstrate results from its benefits.

[Let's do it]

Section 5: Clear CTA

Header-

Get in touch

To know more about the AC water system or to become a partner, simply fill out the form and hear from us right away.

