

Meta ad 5 - Maler Oslo

Winners Writing Process -

<https://docs.google.com/document/d/1hAzFI7fQhW9PbidIBqQ5HTft8V6klxUAg64w5qJOxHI/edit>

1. Who am I talking to?

- a. Homeowners that want to paint the interior and exterior of their house.

2. Where are they at now?

- a. Current state:
 - i. Scrolling on social media.
 - ii. Annoyed that the inside of their house doesn't have the right colors they would like.
 - iii. Their house doesn't give them that modern, aesthetic feel and look they would want.
 - iv. Being inside of their house doesn't match their personality.
 - v. They have a desire to have their home painted but are scared it will be a stressful, messy and long process where a lot of things and objects inside their house can break or get spilled paint on.
 - vi. Previous experiences with others painters: Lack of communication leaving them worried if the painters will actually do the job they want them to do.
 - vii. The paint on the exterior of their home is starting to peel and it looks terrible.
- b. Dream state
 - i. The interior and exterior of their house finally has the colors they were looking for.
 - ii. They love coming home from work to a modern and aesthetic feeling and looking home.
 - iii. Whenever they have people over they always compliment them of how fresh, new and modern their house looks.
 - iv. They want the job to be quickly done.
 - v. "Your home is a sanctuary and every detail matters."
 - vi. They want their home to feel brand new to help them feel like a brand new person.
 - vii. They want to impress their neighbors with how nice their home looks.
- c. Awareness level 3 solution aware.
- d. Sophistication stage 5 experience play.

- e. Levels
 - i. Level of desire - 3
 - ii. Level of belief in idea - 10
 - iii. Level of trust in company - 3

3. What do I want them to do?

- a. Stop the scroll
- b. See the ad
- c. Visit website and get a free quote

4. What do they need to experience/think/feel to do that?

- a. Stop the scroll
 - i. Calls out target audience - pattern interrupt.
 - ii. Question related to desire.
 - iii. White shiny colors connected to the modern and aesthetic feel they want.
- b. See the ad
 - i. Question related to desire.
 - ii. Presents product.
 - iii. Relates to current state and shows how product will fix their problem quickly - low time delay from value equation.
 - iv. Connects their product to dreamstate
 - v. CTA for free offer and boosting credibility by a 3-year warranty.
- c. Visit website and get a free quote
 - i. Headline connected to why they're better than every other painting-company.
 - ii. CTA.
 - iii. Credibility boost - 3 year warranty.
 - iv. "Free estimates in 24 hrs" - connected to low time delay from value equation.
 - v. Social proof to increase trust in company.
 - vi. Videos showing how their work is done - handles objections, amplifies desire, boosts trust in idea and company and works as a portfolio.
 - vii. Easy-to-navigate list of services they provide.
 - viii. Shows why their better than every other painting company by doing an experience play.
 - ix. "THE BEST HOUSE GUEST YOU'VE EVER HAD" - CTA to their "about us" page - image-dump of workers to form human to human connection.
 - x. Handles objection by offering free guide to help them solve a minor problem. This also increases trust in company and boosts perceived value.
 - xi. 3 year warranty to boost credibility + portfolio images to increase desire.
 - xii. Blog cta.

Outline

Calls out target audience - question related to desire.

Presents product.

Relates to current state and shows how product will fix their problem quickly - low time delay from value equation.

Connects their product to dreamstate.

CTA for free offer and boosting credibility.

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👋 Homeowners in Oslo. Ready to freshen up your apartment interior?

If your interior paint is starting to peel off, don't worry, we'll fix it for you this week!

We'll show up on time, leave no spills and make your interior look brand new and beautiful!

Best of all: we have a 5-year warranty for our work. ★

Do what 250+ homeowners have done and contact us for a FREE inspection today!

Copy - draft 2

👋 Homeowners in Oslo. Ready to freshen up your apartment interior?

If your interior paint is starting to peel off, or you just want to upgrade your interior, we'll fix it this week!

We'll show up on time, leave no spills and make your interior look brand new and beautiful!

Best of all: we have a 5-year warranty for our work. ★

Do what 250+ homeowners have done and contact us for a FREE inspection today!

