

- The 4 Questions From The Winner's Writing Process:

1) Who Are They?

- Niche: Interior design
- Gender: Men and Women (Mostly women)
- Age: 30-65+
- Location: England
- Job: Busy professionals: Business owners- Doctors- Lawyers- CEOs- Retired people, etc.

2) Where Are They At?

They are not happy with how their home is looking but they don't have the time to redesign it. So they're looking for someone trustworthy and capable to do it for them.

3) Where do I Want Them To Go?

I want them to go from someone who is kind of interested in redesigning their home to someone who raises their hand and wants to book a consultation.

4) What Are The Steps They Should Go Through?

(I want to use Meta ads to generate leads)

- 1- Grab their attention
- 2- Build trust by showing them our portfolio and telling them we work specifically with people like them.
- 3- Get them to raise their hand and schedule a consultation

- Roadblocks and Solutions:

Roadblocks:

- Lack of time
- Lack of knowledge and expertise

- Fear of making costly mistakes in the design process

Solution:

- Get someone who is an expert to do it for you

- Personal Analysis:

I've tried to improve it as much as I could and I don't know how to make it better.

I'm sending it here to make sure I'm not making any mistakes and see if there's a way to improve it.

- I Haven't Tested This Ad Yet.

- The Value Equation

- **Dream Outcome × Perceived Likelihood Of Success:** They want a beautiful home that matches their taste and style. And our service guarantees they'll get that
- **Time Delay × Effort:** We'll get it done as quickly as humanly possible and there's no effort required from them.

- Awareness And Sophistication Level:

- Awareness Level = 4
- Sophistication Stage = I would say it's at stage 3. A lot of designers say hire us and get your 'dream home' and I think the audience is kind of tired of these claims at this point.


- Full Funnel

- 1- They fill out the form on our Meta ad
- 2- They'll get a call from us and then we qualify if they're a genuine lead. After that, we'll either talk about their project right there or schedule another time to talk about it.
- 3- We go visit the place and get started with the project.

- Pushups video:

<https://rumble.com/v57tf7h-100-pushups.html>

The Ad:

Sponsored · 

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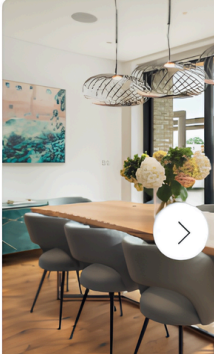

Want to redesign your London home?

Whether you're planning a complete makeover or a refresh for a specific room, we can handle it for you.

After 10+ years of designing homes for busy professionals, we know what works (and what doesn't) when it comes to designing a beautiful home.

We carefully listen to your preferences, understand your design style, and take care of every detail from start to finish. No stress and headaches, just a home that feels "wow"!

Fill out the form below and we'll get back to you to discuss your project.



- The Copy:

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- Questions in the form:

- Full name

- Email address
- Phone number
- How long have you been thinking about this project? A) Less than 1 week B) 1 - 4 weeks
C) 1 month +
- How much is your budget?
- Tell us about your project

- All The Images Used In The Ad:











