

Meta ad 3 - 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.

xiii. CTA.

Outline

Call out target audience and question related to desire.

Show how Maler Oslo is the solution.

Bullet points of reasons to pick this painter instead of others.

Show guarantee.

CTA.

1st draft

👋 Oslo homeowners. Are you in need of a trustworthy and reliable exterior painter?

Maler Oslo is here to make your house look new and modern!

- ✅ We'll show up when we say we'll show up
- ✅ We'll clean up after ourselves - no spills, no damage
- ✅ We'll make ourselves available quickly

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

Contact us to request a FREE quote today!

2nd draft

👋 Oslo homeowners. Are you in need of a trustworthy and reliable exterior painter?

Maler Oslo is here to make your house look new and modern!

- ✅ We'll show up when say we'll show up
- ✅ We'll clean up after ourselves - no spills, no damage
- ✅ We'll make your house so modern your neighbors' souls will fire with envy

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

Contact us to request a FREE quote today!

Norwegian version - første utkast

Huseiere i Oslo. Trenger du en husmaler som du kan stole på at jobben blir gjort skikkelig?

Maler Oslo er for å gjøre huset ditt nytt og moderne!

- ✓ Vi møter opp når vi sier at vi møter opp
- ✓ Vi rydder opp etter oss - ingen søl, ingen skader
- ✓ Naboene dine kommer til å bli misunnelig over hvordan det splitter nye eksteriøret ditt ser ut

Det beste av alt, vi har en 5-års garanti på arbeidet vårt. ★

Kontakt oss for en GRATIS befaring i dag!

Norwegian version - andre utkast

👋 Huseiere i Oslo. Trenger du en husmaler som du kan stole på at jobben blir gjort skikkelig?

- ✓ Vi møter opp når vi sier at vi møter opp
- ✓ Vi rydder opp etter oss - ingen søl, ingen skader
- ✓ Huset ditt kommer til å se nytt og moderne ut

Det beste av alt, vi har en 5-års garanti for arbeidet vårt. ★

Kontakt oss for en GRATIS befaring i dag!