

Draft

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: AC Maintenance, Electrician, Plumbing

Business Objective: Ensure a constant influx of new clients

Funnel: Facebook Page and Fan Page

WINNER'S WRITING PROCESS

1. Who am I talking to?

People with problems related to any type of maintenance.

People in need of professional installation.

People aged 20 to 60 years old.

People who need a professional and efficient job.

People looking for a great quality-price relationship.

People in urgent need of a fast repair and friendly response due to an unexpected problem.

People who want a good attitude from the technician, along with charisma.

People looking for a professional job that values respect and honesty.

People looking for an almost perfect job done in a reasonable time with speed and good quality.

Incomplete work.

Someone who actually gets the job done.

Someone who does not waste time, neither theirs nor the client's.

Someone who knows how to do their job.

Quality delivery.

People looking for a responsible professional.

REAL COMMENTS FROM SIMILAR COMPANIES:

"Absolutely incredible service! My air conditioning shut off, and 2 hours after inquiring about services, Gary was out here. He quickly fixed the problem and was extremely kind and friendly. Highly recommended."

"Chase was amazing. Very thorough and professional. He took the time to clean the outdoor unit properly; from inside out. This is a step few technicians take, and I appreciate it. He's also a super nice guy."

“Although I haven’t had any work done yet, Jeremy went above and beyond when giving me an estimate for a new boiler. He performed some tests to check efficiency and carbon monoxide, and he spent about 45 minutes before recommending various options at different price points.”

“The Gleason installers were true professionals from start to finish. They were knowledgeable and very friendly. Everything was explained, and we felt confident choosing Gleason to install a new HVAC system. I highly recommend Gleason for providing the best customer service, something rarely found these days.”

Positive aspects: Responsiveness, Punctuality, Quality, and Professionalism.

“I am convinced by Gleason! They are fast, professional, and always do a thorough job at a fair price. Things always seem to happen at the worst times (like during the holidays), whether it’s a water heater breaking or a water pipe bursting, and the Gleason team always finds the time to solve the issue no matter how busy they are. They do solid, quality work. Thank you, Gleason team!”

2. Where are they now?

Problem: Your clients have an immediate or urgent need related to a maintenance or installation problem. They have identified the need for a professional service and are looking for an efficient and reliable solution.

Expectation: They want fast, high-quality service at a good price.

Frustration: Some may have had bad experiences with other companies, leading them to have high expectations for professionalism and respect for their time and property.

3. Where are they in your sales funnel?

Awareness: They are in the initial phase, aware of their need for a solution to a maintenance or installation problem.

Consideration: They are researching options and comparing services. This is a key point, as they are evaluating both price and quality of service.

Decision: Many are ready to make a decision but are looking for guarantees regarding professionalism, speed, and service efficiency. They want to know that they won't have trust or fulfillment issues with the company.

4. Attention, Desire, Belief, and Trust:

Attention: You have their attention when they are in an emergency situation or looking to install something new in their home. It's crucial to capture their interest by showing that you offer quick and effective solutions.

Desire: Desire is generated when you demonstrate that your service not only solves their problem but does so reliably and at a fair price. Clients seek quality, but they also want a positive, quick, and hassle-free experience.

Belief: To gain their trust, you need to provide clear proof that you can deliver on what you promise. Testimonials from satisfied customers, the professional presentation of your team, and the guarantee that work will be done on time are essential.

Trust: Trust is earned not just by what you promise but by what you deliver. Positive reviews, testimonials, and a focus on transparency can reduce any distrust clients may have due to bad prior experiences.

Strategy

To move these clients through your funnel, focus on:

Creating content and testimonials that reflect the speed, professionalism, and friendliness of your service.

Ensuring fast response times and a clear, honest service that resonates with positive experiences shared by others.

Making sure pricing and communication are clear throughout the quotation and service process, reducing client doubts.

1. What do I want them to do?

The call to action (CTA) should guide your prospects or clients to take immediate action that resolves their needs quickly and reliably. Based on the information provided, here are some CTA approaches to consider:

1. Schedule an immediate visit: Appeal to urgency and the need for a quick solution. Your message should indicate that you're available to fix the problem as soon as possible, ensuring they don't waste time.

Example: "Maintenance problem? Schedule your visit now and get a fast and efficient solution within 24 hours!"

2. Get a free, no-obligation quote: Offering a clear, transparent quote helps prospects feel that there's no risk in requesting your services, allowing them to evaluate the quality-price ratio.

Example: "Need a professional service? Request your free, no-obligation quote today!"

3. Receive a quick problem evaluation: Assure your clients that you can quickly identify their issue and provide tailored solutions, giving them confidence in your ability to solve the problem.

Example: "Unexpected problem? Get a quick evaluation and tailored solutions. Contact us now!"

4. Satisfaction or money-back guarantee: You can offer a guarantee to ensure they receive the best possible service. This builds trust for prospects who have had bad experiences in the past.

Example: "We guarantee impeccable work or your money back. Schedule your service today!"

5. Call now for immediate assistance: For urgent cases, inviting clients to call directly is an effective way to facilitate action.

Example: "Need urgent repair? Call us now and we'll fix your problem in record time!"

6. Request priority service: Offer the option to receive priority attention, emphasizing that you can accommodate emergencies and resolve them quickly and professionally.

Example: “Need immediate attention? Request our priority service and get help today!”

In summary, you want your clients to contact you immediately so that you can solve their problem, whether by scheduling an appointment, requesting a quote, or calling for immediate assistance. The CTA should be clear, focused on speed and service quality, and remove any friction that prevents them from acting right away.

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2. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

For your potential clients to take the action you desire, which is scheduling an appointment or requesting a service, they need to experience a sense of trust, security, and urgency that motivates them to act. Here’s what you need to do to create that professional and satisfactory experience, based on their starting point and needs.

1. Trust from the start

What they need to see: Clear testimonials from satisfied customers, reviews of successful cases, and a professional presence that backs up your experience and the quality of your work.

What they need to feel: That they are in the hands of experts and that their problem will be solved professionally, quickly, and without complications.

How to achieve this:

Show real testimonials on your website, social media, or ads reflecting client satisfaction with the service received.

Use certifications or affiliations that back up your professionalism (e.g., installation certificates, accreditations, etc.).

Show images or videos of successful jobs with before-and-after views that demonstrate high-quality results.

Present your team as trained professionals who are friendly and ready to meet any need.

2. Clarity in the process

What they need to see: A simple, clear, and hassle-free process for scheduling an appointment or requesting a service.

What they need to feel: That they won't waste time or money and that they're making a safe and convenient choice.

How to achieve this:

Clearly explain the service or quote request process. From the first contact to job completion, detail how the flow will go so the client knows what to expect.

Highlight the transparency of costs and delivery times so the client feels there won't be any surprises or hidden fees.

Facilitate contact through multiple channels (phone, online form, live chat), so the client has no barriers to scheduling an appointment.

3. Urgency and immediate availability

What they need to see: That you can address their problem quickly and with the urgency it deserves.

What they need to feel: That their problem will be resolved immediately, without having to wait days or weeks.

How to achieve this:

Offer immediate solutions or a quick response guarantee (e.g., "Service within 24 hours" or "We solve emergencies on the same day").

Highlight the availability of urgent attention for unexpected problems, emphasizing that your team is always ready