

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Solar energy company

Business Objective: Get more attention

Funnel: Via Facebook/Meta ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. People who are considering getting solar/environment-conscious people

2. Where are they now?

- a. Scrolling on Facebook
- b. Current levels:
 - Pain/desire: 4/10. Considering switching to solar energy
 - Belief in switching over to solar is fairly high, 6/10
 - Trust in solar option is quite low 3/10
- c. Current state
 - Handling increase in electricity bills
 - Not having enough knowledge about solar energy and how it works
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- d. Dream State

- Covers electrical needs for the next 2 decades+
- A terrific experience from start to finish
- Reasonably priced
- Quick and efficient installation process
- Cost-effective power/energy for their homes

3. What do I want them to do?

- Stop scrolling and read the ad
- Click the link with the intention of getting a quote/inspection

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

- Stop scrolling and read the ad
 - \$0 down payment needed
 - Showcasing what their home would look like after installation
 - Mentions potential savings per year
- Click the link with the intention of getting a quote/inspection
 - Has a direct offer
 - Presents an opportunity to benefit people who are looking for ways to cut down their electricity bills
 - 0% to complete payment over 24 months
 - There's finally a way to beat the utility companies at their own game using the power of the sun!
 - install high-powered solar panels on your Illinois home and you pay absolutely nothing upfront.
- Highlight current/pain state
 - Lower or even eliminate your electric bill completely
 - Potentially increase the value of your home
 - Enjoy predictable, low monthly payments
- CTA - Get solar today for \$0 down! Learn more

DRAFT

Escape plan from electrical bills - avoid monthly electrical bill payments with a tailored solar plan that requires no payment upfront

Tailored Solar Plan

\$0 Upfront !



Body text:

Are electrical bills becoming too high? Don't worry the sun has your back.

Beat the utility companies at their own game using the power of the sun! install high-powered solar panels on your California home and you pay absolutely nothing upfront.

"Our experience with Windfree could not have been better. Everyone we dealt with was knowledgeable and highly competent. Our solar panel system works exactly as it should. We are very pleased and strongly recommend this company". Kathrine H

Get solar today for \$0 down - [Learn more](#)