

# Research Phase

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## Notes

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- Looked at McDonalds and Burger King copy, funnels, etc, not that impressed.
- Hoomers had a bad script for their radio commercials. Talked about themselves a lot and about how juicy their burger was. No imagery or emotion was shown to the listener.
- I think the goal here is to write FV for new scripts based around health, variety, and how delicious their product is. Also make some examples for their social ads. Pretty much overdeliver the fuck out of the FV.
- Customers seem to really like the cheese curds.
- Friendly service.
- The concrete mixer dominates the ice cream market. Better than Steak n Shake apparently.
- People like the freshly made and served hot food.
- The meat is “fresh” and cooked.
- Hoomers ingredients primarily come from Wisconsin.
- Tone: Hoomers is going for a happy, fat, farmer tone.

## Under the Hood Questions

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- **Avatar (Who you are writing to in the FV?)**

A: Jake Thompson is a busy 9-5 plumber who is always on the run for his job. He has to eat out for breakfast, lunch, and dinner to save himself time and from the annoying effort it takes to make healthy foods.

He's smart enough to know that fast food isn't always the best option but enjoys its convenience and variety of tastes. He's tired of eating from the McDonalds and Burger King menus and doesn't want to continue eating it because he knows their food will expand his gut and make him look like he has a stomach/ is pregnant. He also wants the taste to be as delicious if not better than McDonald's and Burger King.

- **What is the current situation of my audience, and why is it so painful?**

A: Jake still wants to eat fast food because of its convenience but doesn't want to sacrifice his health and the joy he gets from eating a delicious meal in the process. He doesn't want to deal with the annoying amount of time it takes to research what delicious food to choose to eat to take care of his health.

- **What is the dream state of my audience, and why is it so desirable?**

A: Jake wants to be able to eat a healthier, warm, delicious fast food burger that he believes won't impact his health as much and is different from McDonalds and Burger King This is desirable because it will fit in perfectly with his semi-active lifestyle.

- **What is the underlying problem my audience has that's stopping them from reaching their dream state?**

A: Jake doesn't know which fast food franchise to eat from and hasn't been convinced by any of their advertising campaigns on which one to choose. They all say they have crispy, warm, delicious burgers but that doesn't help decide for him it just makes them all sound the same, leaving him confused and irritated.

- **How does my product solve their problem?**

A: My radio scripts, FB ads, and IG posts will remind and convince people that Hoomers has healthy, warm, fresh, delicious burgers and fries that can be quickly made and are ready to go for busy people who still want to eat healthily.

The chicken sandwich is the healthiest option because it has fresh, high-protein, chicken in it. Perfect for those who are into fitness and want to eat better whenever they are on the run.

## **25 Fascinations**

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**A:** The Only Burger that can Destroy Your Belly Fat

This Burger is Healthier than McDonalds

This Burger is Healthier than Burger King

This Burger has Shredded Body Fat Within A Week

Eating This Burger Could Replace Your Workout Plan

Eating This Fast Food Could Replace Workout Meals

Eating This Fast Food Could Replace Fitness Meals

This Cheese Shreds Belly Fat Like a Cheese Wheel Rotating Above a Fire Pit

Most People call this the Best Cheese in Wisconsin.  
Only Wisconsin People Like This Type of Cheese  
This Burger Shreds Fat Because of This One Ingredient  
This Burger Recipe Beats McDonalds  
This Burger Recipe Beats Burger King  
How to Eat Fast Food and Look Like Superman in 1 Step  
How to Eat Fast Food and Look Like Wonder Woman in 1 Step  
This Burger Destroys Belly Fat in 2 Steps  
Most People Haven't Tried This Cheese

## Writing Copy Steps

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- Know what the goal and purpose of your writing is:

**Goal:** My radio scripts, FB ads, and IG posts will remind and convince people that Hoomers has healthy, warm, fresh, delicious burgers and fries that can be quickly made and are ready to go for busy people who still want to eat healthily.

- Write the first draft first then take a break then come back. Just let thoughts pour out here don't think just write. Idea dump.
- After the break, come back and turn your brain on to write quality copy and avoid writer's block. Use the boot camp lessons to see where you can add techniques to amplify it.
- Read the copy out loud and fix it. Then use AI to check for grammar mistakes and look for flaws in the writing.
- Afterward, send the copy to be reviewed by others.

# Copy

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## Outreach

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**Goal:** Convince the head of marketing and franchisee to read my message and FV. This needs to be written professionally as I am talking to people who work in a billion-dollar industry.

**SL:** This could be the end of Hoomers

Hi <name>,

Your recent radio ads hit the nail on the head when deciding what to eat with the boys on Friday nights.

If that was your goal, then that was done better than your butter burgers, but I also noticed something.

Do your ads only target a younger demographic of customers?

Since you're a franchise I don't see why it wouldn't also target families.

This is something Burger King and McDonald's do all the time by making marketing scripts and social media posts that encourage more people to buy their products and potential franchisees to look their way.

After seeing them, I went ahead and made some radio scripts and Facebook posts styled like the other franchises.

It would be a good way to get more eyes on your brand and boost sales.

Let me know if these would drive more dough into your customer's stomachs and your wallet.

**More below**

## Radio Script 1

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**Goal:** to get people's attention on the radio and get them to go to Hoomers to eat their fast food.

[sizzle noise of burger being grilled]

There are only three reasons that make a burger sound that good.

The first reason comes from all-natural, Wisconsin ingredients along with a crispy bun that “crunches” when you bite into it.

The second reason is the juicy all-natural patty that can warm any empty stomach faster than a blanket in a snowstorm.

Oh, did we forget to mention the third reason?

Well, if you want to know what the third reason is...

and how it makes a burger satisfy any indecisive taste buds.

will leave you with a stomach happier than a rainbow in the sunshine.

Come to Hoomers and find out the Wisconsin-styled formula for making any burger sizzle with flavor and deliciousness.

**More below**

## **Radio Script 2**

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It's common knowledge that fast-food burgers aren't always the healthiest choices on the menu.

But no matter how hard we try to ignore it, that hungry rumble in our stomach just won't stop nagging us for a piece of juicy beef.

Fortunately, there's a stomach-soothing solution for our belly and our healthy lifestyles.

That solution lies within a crispy and fresh chicken sandwich.

But the only way to solve this problem is to...

[crunch of crispy, chicken sandwich being eaten]

...find out.

But only at Hoomers can you find out about a delicious and healthy sandwich that will leave your stomach smiling wider than a rainbow in the sunshine.

## **FB Posts (3 Posts)**

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Post Copy:

## **Instagram Posts (3 Posts)**

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Post Copy: