

Framework

WINNER'S WRITING PROCESS

☰ Tao of Marketing

☰ Copy of 75 Pieces Of Copy From Th...

☰ Mega Hook Library

☰ TRW AI Prompt Library

XYZ COPY BREAKDOWN

1. Objective: What's the Purpose?

- **What is the business objective of this copy?**
(e.g., Generate leads, close a sale, build awareness, educate the audience).
- **What part of the funnel does this piece fit into?**
(Top of Funnel = Awareness, Middle = Interest/Education, Bottom = Purchase/Decision).

2. Target Audience Analysis: Who Are We Talking To?

- **Who is the reader?**
(Demographics, psychographics, behaviors, needs).
- **Current Painful State:**
(What frustrations or challenges are they facing?)
- **Desirable Dream State:**
(What is their ultimate goal or aspiration?)
- **Problem:**
(What's stopping them from moving from their current state to their dream state?)
- **Solution:**
(What unique mechanism, product, or service will solve their problem and achieve their dream state?)

3. Market Awareness Levels:

- **Level 1 (Problem-Unaware):** Catch their attention, reveal hidden problem/desire.
- **Level 2 (Problem-Aware):** Call out their pain/problem and introduce the solution.

- **Level 3 (Solution-Aware):** Highlight the solution and position the product as the best choice.
 - **Level 4 (Product-Aware):** Focus on urgency, scarcity, social proof, risk reversal, and pain amplification.
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4. Market Sophistication Levels:

- **Stage 1 (First to Market):** Make a direct claim.
 - **Stage 2 (Second to Market):** Make a bigger or better claim.
 - **Stage 3 (Market Tires of Claims):** Lead with a unique/new mechanism.
 - **Stage 4 (Market Tires of Mechanisms):** Position your mechanism as unique, bigger, and better.
 - **Stage 5 (Market Tired of Everything):** Niche down, identity play, invent a new mechanism, or connect to a larger desire.
-

5. Perceived Value, Belief, and Trust:

- **What are their current levels of:**
 - **Perceived value of the product/service?**
 - **Belief in the product's ability to solve their problem?**
 - **Trust in the company/person behind the product/service?**
 - **Actions taken to boost perceived value and worth of the product.**
 - **Actions taken to reinforce belief in the mechanism or solution.**
 - **Actions taken to enhance and build trust.**
-

6. Reader Psychology: What Would They Feel?

- What emotions does the copy evoke?
(Confidence, urgency, curiosity, safety, fear, hope, relief, etc.)
 - How does the copy address their fears or objections?
 - Does the reader feel understood or confused?
-

7. Experiences Needed to Progress the Reader:

- **What experiences do they need to move from their current state to the desired outcome?**
 - Educated about their problem?
 - Introduced to the solution?
 - Shown proof and credibility?
 - Overcome objections and concerns?
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8. **Mistakes & Opportunities for Improvement:**

- **What mistakes is the writer making that could be holding back the copy?**
 - **How could the writer fix these mistakes?**
 - **How can I avoid making the same mistakes?**
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9. **Bootcamp Lessons at Play:**

- What specific lessons or principles from the Winner's Writing Process or bootcamp could improve this copy?
(e.g., anchoring, risk reversal, testimonials, unique mechanisms, identity play).
 - What additional lessons could the writer apply to make the copy even more compelling?
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10. **Desired Action & CTA:**

- **Where do I want the reader to go after consuming the copy?**
 - **Is the call-to-action (CTA) strong, clear, and irresistible?**
 - Does the CTA align with the overall objective of the copy?
-

11. **Format of the Copy:**

(Checkmark emoji next to the correct format)

- **DIC (Direct-Indirect-Credibility):** Ideal for cold audiences.
 - **PAS (Problem-Agitate-Solution):** Great for pain-driven sales copy.
 - **HSO (Hook-Story-Offer):** Perfect for story-driven sales pages.
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12. **Headline/Subject Line Analysis:**

(Checkmark emoji next to which "4U's" apply to the headline)

- **Urgent**
 - **Unique**
 - **Useful**
 - **Ultra-Specific**
 - Could the headline be improved to better grab attention or drive curiosity?
-

13. **Break Down Each Section of Copy:**

- How does each section contribute to achieving the objective?
(Headline, opening paragraph, body, close, and CTA).

- What tactics are being used in each section?
(E.g., storytelling, credibility-building, risk reversal, social proof).
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14. **What Can I Learn From This Copy?**

- What is the writer doing well to accomplish the objective? Why does it work?
- What would I do differently to make it better?
- How can I apply these lessons to my own writing?

Copy Breakdown

PRACTICAL GOLF COPY BREAKDOWN

What specific business objective am I seeking to accomplish?

- Encourage the reader to purchase the Practical Golf book

What part of the funnel is required for this business objective to be achieved?

- Sales page newsletter via direct mail advertorial

Who am I talking to?

- Passionate golfers, ages 35-60 - 80% are male

Current Painful State (all the market language you gathered from your research):

- Can't figure out what they're doing wrong - they are fairly good
- Dissatisfied with their golfing competence - lack of knowledge, poor form
- Born slicers
- Keep pulling their hooks
- Sclaff too much
- Trouble with putting
- Getting bombarded with advice by their friends
 - a. "Hit the ball late"
 - b. "Keep your head down"
 - c. "Transfer your weight"
 - d. "Go back slowly"
 - e. "Keep your left arm straight"
 - f. "Tuck in your right elbow"
 - g. "Follow through!"

Desirable Dream State (all the market language you gathered from your research):

- Reach their full golfing potential
 - a. Great form, precise accuracy like a professional
 - b. Their friends and family tell them how good they are at golfing - evolutionary tribal factor
 - c. Recognition
 - d. Self-actualization
 1. Desire to become the most that one can be
- Enhanced personal and social value
 - a. Respect
 - b. Status
 - c. Sense of connection
 - d. Confident
- Can spot mistakes from oneself and others easily
 - a. Keen eye
- Score well on bad days
 - a. And beat their opponents on their best day

Problem (what's stopping your market from living their dream state?):

- Born slicers
- Keep pulling their hooks
- Sclaff too much
- Trouble with putting

- Dissatisfied with their golfing competence
 - a. lack of knowledge, poor form
- Can't figure out what they're doing wrong
 - a. they are fairly competent
- Getting bombarded with advice by their friends

Solution (the unique mechanism that will allow your market to go to their dream state):

- John Jacobs' Practical Golf book
 - a. Very hard to replicate on paper

Market Awareness Levels

Level 1 (Problem-Unaware): Catch their attention, then reveal hidden problem/need/desire

Level 2 (Problem-Aware): Call out their problem then offer solution ✓

Level 3 (Solution-Aware): Call out known solution then offer product as best form of solution

Level 4 (Product-Aware): Buy Now, Urgency, Scarcity, Risk Reversal/Guarantees, Social Proof, Crank pain/desire/need, etc.

Market Sophistication Levels

Stage 1 (First to Market): Make a direct claim ✓

Stage 2 (Second to Market): Make a bigger or better claim

Stage 3 (Market Tires of Claims): Lead with a unique/new mechanism

Stage 4 (Market Tires of Your Mechanism): Position your version of the mechanism as unique, bigger and better

Stage 5 (Market is Tired of EVERYTHING): Niche Down, Identity Play, Enhance the Experience, Invent a New Mechanism, Connect to Bigger Outside Desire

Current levels of perceived value, belief in the product/service, and trust before they've consumed the copy?

- Perceived value: 4/10
- Belief in product: 2/10
- Trust in company/person: 5/10
 - a. John Jacobs was a well-known golf-superstar

Actions they've taken or I can take to boost the value and worth of the product

- Decreased perceived cost and barrier to entry
 - a. Perceived value is high
 1. Via vivid auditory sensory language: "hit the ball late..keep your head down..transfer your weight..follow through!"
 2. It's relatable and brain matches previous experiences with importance
 - b. They have a guarantee
 1. "If the book is unsuitable, return the order within 10 days and owe nothing.."
 - d. Publisher pays shipping
- Decreased effort
 - a. They've outlined the benefits and problems in the copy
 - b. All you have to do is order the book and you'll know exactly what to do
- Decreased time & sacrifice

- a. You don't have to figure out how to solve your golfing problems, they've outlined it for you in the book - purchase to find out
- b. Sacrifice is low, the book is only \$8.95
- c. They have a low cost to entry - guarantee with a return of 10 days

Actions they've taken to reinforce the belief that the mechanism will work

- It closely fits their personal, and current situation
 - a. They use relatable language by connecting to their pains/frustrations
 1. Born slicers
 2. Keep pulling their hooks
 3. Sclaff too much
 4. Trouble with putting
 5. Can't figure out what they're doing wrong - they are fairly good
 6. Getting bombarded with advice by their friends
- Credible source
 - a. John Jacobs'
- Social proof
 - a. "John Jacobs is a giant among golf instructors..."
 - b. "Jacobs is the closest thing to a worldwide 'Mr. Golf.' He has taught more golfers than any other professional on earth..."
 - c. "Putting golf technique down on paper is extremely difficult...Jacobs does it superbly"

Actions they've taken to enhance and build trust in the mechanism

- Familiarity with John Jacobs
- Primal Leadership Indicators
- Official qualification for the most talented and well known Golf player
- Social proof
- Relatable language

Where do I want them to go? (Actions I want them to take at the end of my copy)

- Purchase the book
 - a. Fill out the form
 - b. Mail the form

What experiences do they need to go through to progress from their current state to the desired outcome?

- Pattern interrupt
- Catch their attention via bold headline/extreme size
- Brain matches previous experiences with importance
- Curiosity bullets are dripped via bolded bullet points or numbers through the copy
- Pull emotional levers in their mind and amplify them
 - a. Vivid sensory language
 - b. Relatable language - frustrations and pains
- Establish trust, and credibility

Copy Format? (DIC/PAS/HSO)

DIC

PAS ✓

HSO

Headline/Subject Line 4U's Formula

Urgent

Unique

Useful

Ultra-Specific ✓

Hathaway Shirt “Yale Story” Ad by David Ogilvy

COPY BREAKDOWN

What specific business objective am I seeking to accomplish?

- To purchase a Hathaway Shirt

What part of the funnel is required for this business objective to be achieved?

- Sales page newsletter via direct mail advertorial

Who am I talking to?

- Men 40-50
- Emphasize tradition and authenticity
- Want to be a man of taste, and originality

Current Painful State (all the market language you gathered from your research):

- Not fitting in with cultural traditions
 - a. Wants to Build And Maintain Status Inside Of Tribe
 - b. Wants to acquire new opportunities

Desirable Dream State (all the market language you gathered from your research):

- Acquire new connections
 - a. More access to Hathaway materials
- Wants a shirt
 - a. Easy to wear
 - b. That isn't easy to replicate - new mechanism
 1. Looks exactly like a regular madra shirt - regular madra shirts are bright and bold, it feels attention-seeking
 2. Color isn't bold, feels comfortable because of materials
 3. Hand spun and hand woven
 4. Hand dried
 5. Created with natural essentials - color dye from plants, invertebrates, or minerals
 6. Their ancestors back then used similar fabrics and clothing, they want to revive the inhibited shades
 - c. That will look like the famous indian Madra hallmark
 - d. Made with a vintage appeal
 - e. Vibrant/bold colors
 1. Aren't too bright and attention seeking
- Recognition

- a. Status
- b. Genuinity/authenticity
- c.

Problem (what's stopping your market from living their dream state?):

Solution (the unique mechanism that will allow your market to go to their dream state):

Market Awareness Levels

Level 1 (Problem-Unaware): Catch their attention, then reveal hidden problem/need/desire.

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Stage 5 (Market is Tired of EVERYTHING): Niche Down, Identity Play, Enhance the Experience, Invent a New Mechanism, Connect to Bigger Outside Desire

Current levels of perceived value, belief in the product/service, and trust before they've consumed the copy?

- Perceived value:
- Belief in product:
- Trust in company/person:

Actions they've taken or I can take to boost the value and worth of the product

-

Actions they've taken to reinforce the belief that the mechanism will work

-

Actions they've taken to enhance and build trust in the mechanism

-

Where do I want them to go? (Actions I want them to take at the end of my copy)

-

What experiences do they need to go through to progress from their current state to the desired outcome?

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Copy Format? (DIC/PAS/HSO)

DIC

PAS

HSO

Headline/Subject Line 4U's Formula

Urgent

Unique

Useful

Ultra-Specific

Professor's Breakdown

Swipe File Breakdowns

Trump University

- Copy link →
<https://swiped.co/file/trump-university-scott-haines/>
- Loom video
<https://www.loom.com/share/f73cd7087db04a329c71b80ff548e4c2?sid=df75bff6-c958-465b-870d-139993ca6701>

WHAT:

Trump University's sales copy demonstrates masterful techniques for succeeding in **crowded, sophisticated niches** like real estate.

Key strategies include:

1. Leveraging **"free" offers** to build curiosity before introducing a price.
2. Using **marketing Aikido** to make the price reveal exciting and logical.
3. Providing a **reason why** for deals and discounts to build trust and avoid devaluing the product.
4. Including a **P.S. close** with identity reinforcement, urgency, and a two-way choice to push buyers toward action.

WHY:

The sales copy works because it:

1. **Engages emotions** while providing logical justification for the purchase.

- People buy emotionally but need logical "reasons why" to justify their decisions.
 - 2. Creates a **sense of exclusivity and urgency** with time limits and relationship-building language.
 - 3. **Reinforces buyer identity** by appealing to aspirational qualities like decisiveness, courage, and success.
 - 4. Frames purchasing as part of a **self-fulfilling prophecy**, encouraging buyers to see themselves as winners simply by taking action.
-

EXAMPLE:

Free Offers and Price Reveal

- Starts with **free bonuses**: downloadable DVDs, eBooks, and a \$176 value package.
- Frames the \$39.95 price as **"exciting"**:
 - "I'm sure you agree this is exciting information, but wait until you hear the price..."
 - Adds **anticipation** by making the reveal part of the experience.
- Provides a **reason why** the price is so low:
 - "For a limited time, to help develop a business relationship with you..."
 - Frames it as a **favor** to the buyer, avoiding skepticism about the value.

P.S. Close with Identity Play

- The P.S. includes a **time-sensitive challenge** to the reader's character:
 - "If you cannot or will not respond before the deadline, this package is not for you."
- Appeals to aspirational identity:
 - "Quick, decisive action is one of the most important qualities for success."

- Buyers who act are subtly labeled as brave, decisive, and destined for success.
 - Two-way close:
 - “Yes” leads to opportunity and success.
 - “No” implies regret and missed potential, creating **fear of loss**.
 - Ends with a **nonchalant tone**:
 - “In either case, I wish you the very best,” reinforcing Trump’s persona of confidence and abundance.
-

HOW:

1. **Stack the Value.**
 - Offer multiple free bonuses and clearly state their combined monetary value.
 - Use curiosity and excitement to make the price reveal a **positive moment**.
2. **Use a Reason Why.**
 - Justify discounts with relatable, logical reasons (e.g., “to build a relationship with you”).
 - Ensure the buyer believes the offer is still high-value despite the lower price.
3. **Incorporate Identity and Aspirations.**
 - Frame the purchase as a step toward becoming a **better version** of the buyer:
 - Decisive, brave, and successful.
4. **Create Urgency.**
 - Add a **time limit** and explain it:
 - “Quick decisions are a hallmark of success.”
 - Tie urgency to an **aspirational quality** to make acting quickly feel heroic.
5. **End with a Two-Way Close.**
 - Offer two choices: one that leads to success and one that results in regret.

- Reinforce positivity for buyers while leaving non-buyers reflecting on their missed opportunity.
-

FINAL THOUGHT

Trump University's sales copy succeeds by combining **emotion and logic**, offering buyers:

1. A sense of **value** through free offers and clear pricing.
2. A **self-fulfilling identity** of success and bravery.
3. A **logical path** to justify their emotional decision.

This framework can be adapted to any niche, especially crowded or sophisticated markets, to **stand out and drive conversions**.

FIREBLOOD

- Advertisement → <https://rumble.com/v4fo4gl-1-800-dont-be-gay-fireblood.html>
- Loom Video → <https://www.loom.com/share/d9351a9c11d24801908c751e7c5a159a?sid=227077f2-1d3d-4c50-a0d8-335a1ec4dbe9>

WHAT:

The Fireblood ad is a standout in the crowded supplement market because it blends:

1. Attention-grabbing visuals and pattern interrupts to stop scrolling.
2. Fun and humor to disarm resistance and engage the viewer.
3. A strong identity play, reinforcing the aspirational traits of toughness, strength, and masculinity.

4. Reverse testimonials and authentic language that resonate deeply with the target audience.
-

WHY:

1. Attention Is Everything

The ad immediately captures attention using a pattern interrupt:

- It opens with a 1970s/80s fitness TV aesthetic featuring a woman performing aerobics.
- The shrill, bizarre audio and the zoom-in on a beaten-down wall are unexpected and novel—forcing the viewer to stop and watch.

2. Fun Lowers Sales Resistance

- Tate's authentic humor and entertaining style relax the viewer.
- Fun lowers the sales guard and allows the message to sink into the subconscious.
- Examples of fun include:
 - Over-the-top testimonials like "Agent Smith gives it 0 stars" and "Matrix agents hate it."
 - Humor about "ghey" supplements that lack masculinity.

3. Identity Drives Sales

The ad connects the product to a primal, aspirational identity:

- It's not just a supplement—it's a rite of passage.
- Drinking Fireblood aligns the buyer with traits like strength, resilience, and honor—qualities revered by Tate's audience.

4. Reverse Testimonials Add Depth

- Instead of just showcasing positive reviews, the ad highlights reverse testimonials:
 - Women spitting out Fireblood to reinforce that it's not for soyboys or women, but for real men.
 - Matrix agents (symbolizing the mainstream) hating it, which appeals to viewers as a badge of honor.
-

EXAMPLE:

Pattern Interrupt

- The aerobics clip creates a stark contrast to the viewer's expectations, forcing them to pay attention.
- The zooming effect narrows focus, increasing engagement.

Fun and Humor

- Tate calls out weak, mainstream supplements in a humorous way:
 - "We don't want X3BisphenolTroglodyteTriceratospinol."
 - "If you don't like this manly supplement, you probably need an AIDS test because you're ghey."
- Comedic reviews like:
 - "It gave me a six-pack, and now girls won't leave me alone! Bah! – 0 Stars."

Identity Play

- Women hating Fireblood signals that it's designed for men:
 - This plays on the cultural trope that men and women have opposing preferences, reinforcing the idea that what women hate, men love.
- Tate teaches a familiar lesson to his fans:

- “Life is pain.” Anything valuable requires struggle. Fireblood embodies this principle—it’s unpleasant to drink but rewarding to take.

Reverse Testimonials

- Women’s reactions and mock-negative reviews become a selling point:
 - “Women spit it out because it’s disgusting. That’s how you know it’s for real men.”
 - “Matrix CEOs hate it because it challenges their soy-filled garbage.”
-

HOW:

1. Grab Attention

- Use pattern interrupts to stand out in crowded markets.
 - Example: Retro visuals and bizarre sounds in the opening scene.
- Keep the visuals dynamic, adding constant novelty to maintain engagement.

2. Make It Fun

- Add humor and entertainment that resonates with the audience’s sense of fun.
- Speak authentically, like the audience talks to each other:
 - “If you don’t like it, maybe you’re ghey.”

3. Build Identity

- Tie the product to the buyer’s aspirational traits:
 - Drinking Fireblood proves you’re strong, disciplined, and willing to endure pain for results.
- Reinforce tribal values:

- Fireblood isn't just a supplement—it's a badge of honor and a statement of allegiance to Tate's worldview.

4. Use Reverse Testimonials

- Highlight negative reactions to strengthen the appeal:
 - "Women hate it because it's tough—just like being a man."
 - "Matrix CEOs and soyboys despise it because it represents strength."
-

FINAL THOUGHT

The Fireblood ad masterfully combines attention-grabbing tactics, fun engagement, and a strong identity play to appeal directly to its audience.

By framing Fireblood as more than just a supplement—as a symbol of toughness and resilience—the ad turns a simple product into a daily affirmation of masculinity and strength.

Key Takeaways for Marketers:

1. Break patterns to grab attention.
2. Inject fun to disarm resistance and build rapport.
3. Tie your product to a powerful identity and tribal values.
4. Use reverse testimonials to reinforce exclusivity and pride in ownership.

This ad doesn't just sell a product—it sells a way of life.

ROOFING FB AD

- Copy →
<https://www.facebook.com/share/1ArxdHMJwH/?mibextid=wwXlfr>
- Loom Video →
<https://www.loom.com/share/c1173a7c62044357bedc62fe8a6f640a?sid=ac601165-c145-456b-86df-7be8ab641b8b>

WHAT:

This ad does some really smart things that make it successful, and there's a lot you can learn and apply from it to win over a low-trust audience.

Roofing is an industry where people are naturally skeptical:

- They assume roofing companies overcharge and deliver poor results.
- Ads often scream **"Sponsored"**, which makes people swipe past, thinking the company is just after their money.

This ad flips the script:

1. It uses a **reverse pattern interrupt**, making the ad look like a regular user's post.
 2. It resonates with the audience's skepticism by **validating their complaints** and addressing objections.
 3. It builds trust with **simple, human language** and strong **social proof**.
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WHY:

1. Industry Challenges Require Smart Aikido Moves

- The roofing industry suffers from **low trust**, so understanding audience complaints is critical.

- This ad uses **Aikido tactics** to turn those objections into strengths, they basically say:
 - “Yes, many roofers overcharge—but here’s why we’re different.”

2. Reverse Pattern Interrupt

- Most people scroll past ads because they know advertisers just want their money.
- This ad takes the opposite approach:
 - It looks like **user-generated content (UGC)** with a simple, low-production photo of a roof.
 - The headline feels like a friend’s post: **“I know. \$5,999 for a roof? That’s crazy.”**

3. Speak Like a Human

- The ad’s tone is **conversational and relatable**, not corporate or polished:
 - “Unlike the big, bloated companies with fancy offices, guess who pays for that? Yup, you.”
- This “country bumpkin” style adds authenticity, making it feel like you’re talking to a neighbor, not a salesman.

4. Logic Builds Trust

- Skeptical audiences need more than warm words, they need **logic**:
 - The ad explains why their prices are lower:
 - “We don’t have fancy offices, TV ads, or billboards. We run lean, and you save money.”
- This logical connection makes the offer feel fair and believable.

5. Social Proof on Steroids

- The comment section features **real customers** sharing testimonials, adding unmatched credibility.

- People asking for quotes in the comments shows demand and reassures other potential buyers.
-

EXAMPLE:

Reverse Pattern Interrupt

- The **photo** looks like a normal user post, not an ad:
 - A simple roof image, likely taken with an iphone by a foreman on a ladder.
- The headline hooks curiosity:
 - **"I know. \$5,999 for a roof? That's crazy."**

Relatable Tone

- "Unlike other roofers who charge you 200% more, we're small and lean. That's why our prices are fair."
 - The word **"fair"** is powerful in marketing, it represents trust and justice.

Logic Justification

- Instead of just saying "we're cheaper," the ad explains **why**:
 - Big companies charge more to cover overhead like billboards and ads.

Social Proof

- Real people comment with testimonials like:
 - **"DR Roofing replaced my roof a few years ago, and they did a great job."**
 - These comments act as **social proof on steroids**, making the claims far more believable than generic testimonials in the ad itself.
-

HOW:

1. Address Objections Immediately

- Acknowledge the audience's skepticism about roofers:
 - "Roofs cost a lot, and most companies charge too much. We're different."

2. Reverse Pattern Interrupt

- Avoid flashy visuals or overly polished content.
- Make the ad look like **user-generated content (UGC)**:
 - A casual photo and conversational tone make the ad feel authentic.

3. Use Relatable, Human Language

- Talk like a friend, not a corporation:
 - "We're not the guys with fancy commercials. We're just here to give you a great roof at a fair price."

4. Build Trust with Logic

- Give the audience a **reason why** your pricing is fair:
 - "We keep our costs low by running lean, and we pass those savings to you."

5. Leverage Social Proof

- Ask past customers to leave organic-looking comments on the ad.
- Use the comment section to showcase real testimonials and positive experiences.

FINAL THOUGHT:

This roofing ad is **genius in its simplicity**:

- It tackles objections head-on with **relatable language** and **logic**.

- It uses a **reverse pattern interrupt** to stand out without looking like an ad.
- It leverages **social proof on steroids** to build massive trust.

If you're working in a low-trust industry, steal these principles:

1. **Blend in with user-generated content.**
2. **Speak like a human, not a company.**
3. **Give a logical reason for your pricing.**
4. **Let your happy customers do the talking in your comments.**

This ad isn't just about selling roofs, it's about selling **trust and fairness**.