

Tao Of Marketing: Metricon

Business Objective: Sign up for a free consultation

1. Who am I talking to?
 - a. Future homeowners
 - i. Have a large investment into this company/their home
 1. Want to be in the know about their biggest investments (their house)
 2. Want everything about their house to be perfect
 - a. Right look
 - b. Size
 - c. Color
 - d. etc
 - ii. Have plans to be in their house for long periods of time
 1. Kids
 2. Family
 3. Events
 4. Etc
 - b. Established people
 - i. They have capital to spend on building a home
 1. They are tight on price though
 - ii. Smart enough to know how money works
 1. They aren't here to be tricked/lied to
 - iii. Ok with minor hiccups
 1. Smart enough to know that everything can be PERFECT despite the desire to be so.
 - c. Keywords/phrases
 - i. Pleasant
 - ii. Clearly communicated
 - iii. Took pride
 - iv. Personal care
 - v. Enjoyable
 - vi. Smooth
 - vii. Helpful

- viii. Great experience
- ix. Informed
- x. Quality of the build
- xi. Professional
- xii. Exceptional service
- xiii. Understanding
- xiv. Patient
- xv. Seamless
- xvi. Engaging
- xvii. Responsive
- xviii. Informative
- xix. Stress-free
- xx. Beyond expectations
- xxi. Timely
- xxii. Efficient
- xxiii. Proactive
- xxiv. Minor hiccups but resolved
- xxv. Transparent
- xxvi. Approachable
- xxvii. Knowledgeable
- xxviii. Quick response
- xxix. Highly recommended
- xxx. Professionalism
- xxxi. Understanding

2. Where are they at?

- a. In need of a home
 - i. Need someone to build their home
 - 1. Timely manner
 - 2. Informative
 - 3. Competent
 - 4. Trust worthy
- b. Scrolling facebook
 - i. Actively searching
 - 1. Looking up builders in the australia area
 - 2. Finding what best suits their desires
 - ii. Passively scrolling
 - 1. On social media for “fun”

- a. Looking at friends, family, influencers
 - i. All give them dopamine so you are in a major competition
 - c. Market awareness
 - i. Level 3 maybe 4
 - d. Market Sophistication
 - i. Level 5
 - e. Belief in the idea
 - i. 3 out of 5
 - f. Will this work for me
 - i. 2 out of 5
 - g. Current pain/desire
 - i. 1 out of 5
- 3. Where do I want them to go?
 - a. Click the learn more button
 - i. Fill out consultation form on their site
- 4. What steps do I need them to experience/feel to get there?
 - a. Boost all those beginning points above 5 at least
 - i. Show past work
 - ii. Experience play + identity
 - iii. Show all different styles and types of houses/work
 - iv. Make them believe NOW is the time to build/buy
 - b. Believe the company
 - i. Testimony
 - ii. Size of company
 - iii. Have you heard about them before?
 - c. COPY
 - i. "You know that feeling when one neighbour in the street gives their home a facelift..."
 - 1. Tribal play, want to keep up with others around them that they are competing for top dog in the tribe
 - 2. Relates to the reader
 - ii. ""Wow I can't believe they did that, but how?!?!"
 - 1. Relates to the reader and makes them feel jealous AKA like they need to keep up with the tribe
 - iii. "Everyone in the street starts asking questions and doing their own research..."

1. FOMO
- iv. "Figuring out how they can improve their old block..."
 1. Want to be top dog
 2. Relating again
- v. "Eventually leading them to do their own complete makeover with a knockdown rebuild..."
 1. The power of tribe mentality
 2. You don't even realize you just agree with the statement
- vi. "You see...The time to knockdown rebuild is now."
 1. That way of creating urgency in my opinion is weak, but I'm not directly in this industry
- vii. "Don't go through the hassle of finding another prized location just to upgrade your living, discover how thousands of Victorians are turning their old homes into brand new ones thanks to Knockdown Rebuild by Metricon!"
 1. FOMO
 2. Ease of use
- viii. "✓ Take Advantage Of Your Current Home's Fantastic Location
 - ✓ Forget Moving Your Life To Improve Your Life (No new schools for the kids or long commutes to work)
 - ✓ Avoid Renovation Nightmares With 45+ Years Of Home Building Experience"
 1. Fascinations can't go wrong with those
- ix. "Start dreaming of your new home today with a FREE site assessment!"
 1. Low hurdle
 2. Emotional argument AKA more for women
- x. "No delays on delays...
Worrying about land shortage...
Or chasing up unreliable builders..."
 1. Not statements
- xi. "Limited consultation appointments are available each week so book today."
 1. urgency , a bit weak in my opinion
- xii. "P.S

With over 45 years of experience and a lifetime structural guarantee...

and over 8,000 KnockDown Rebuilds across Australia...

There's a reason why we're Australia's #1 home builder...

Not just one year, but 8 years in a row...

Come see for yourself and book your limited consultation today

1. Increase belief in company