

Product: Free Air Quality Test Lead Magnet

Goal: Free lead magnet for my client to sell high ticket air products. My client is a water and air purification supplier. He uses lead magnets to go into people's homes and show them that their water and air is potentially unsafe to consume. He then pitches his products to these people.

Market Awareness: Level 3 aware. People face issues with dust, smog, air pollution. They know about air quality and test but don't understand the importance of them.

Market Sophistication: Level 4 lots of people in the market making the same claims. People don't seem to be claiming anything new so that's why I put it at a level 4 rather than 5.

Market Pains:

- "Went outside this morning for some fresh air and it felt like I was breathing in school bus exhaust fumes."
- "My eyes hurt"
- "I've been sneezing all the time ever since I moved in."
- "I would wake up with a very dry throat in the morning"
- "The air feels incredibly dry, like i need water 24/7"
- "fatigue, impair brain function, and exacerbate respiratory issues."
- "Can anyone else smell their neighbors' food inside your place with your windows closed?"
- "Smell like a mixture of cigarettes, vomit, dog shit and onions most of the day."
- "I can smell my neighbours food they use a lot of spices in food, and the food smell is VERY strong."
- " My asthma acts up due to poor air quality"
- " I get bloated/brain foggy to every scent/airborne chemical"
- "we noticed an usual amount of dust accumulation inside the cupboards and on other surfaces"
- "I've been starting to develop a cough and have a slight sore throat, finding it harder to breathe normally"
- "My cat has been having a phlegmy respiratory thing going on as well."
- "my apartment is very dusty"
- "Forest fires make the air quality terrible"
- "Constantly having to vacuum due to the dust"

Overall Issues

- Dry eyes
- Dry throat
- Being able to smell neighbours' foods, perfumes ect... (Mainly occurs in apartments)
- Air feels dry
- Issues with asthma and other respiratory issues
- Worried about whats in the air (families may worry about what their kids breathe in)
- Smells in their apartment or house due to external factors (cars, pollution ect...)
- Poor ventilation in their house or apartment

- Poor sleep due to air quality (not many people know this one)
- Smelly Pet Odours
- Dust
- Health issues from poor air quality

Market Desires:

- Breathe healthy air
- Breathe air that feels refreshing rather than dry
- Avoid the health effects of breathing in poor air quality
- Not be able to smell their neighbours food, cologne, cigarettes ect...
- No more dry eyes
- No more brain fog
- No more dry throat and respiratory issues
- No more worrying about PFAs and other chemicals
- Breathe cleaner better quality air
- Improved sleep

Avatar: Meet Matt, Matt has a family that consists of 3 kids, a wife, and a dog. Matt has frustrations with his air quality as he notices a lot of dust build up around the house. He notices that his allergies have gotten worse since he moved to the city. He knows about certain chemicals in the air but doesn't understand how bad they are to breathe in. Matt cares about his family and certainly doesn't want them breathing in any chemicals that could cause health issues.

Thresholds

Cost - Low (product is free when booking a free air quality analysis.)

Certainty - High (people know that air purifiers work)

Trust - Medium (May be skeptical that the the test is free but again its a free test there isn't much trust needed for people to want it)

Where is my reader now: Doom scrolling on facebook and instagram trying to numb the pain of poor air quality

Where I want my reader to go: Fill out the facebook lead form

<https://www.health.state.mn.us/communities/environment/air/toxins/voc.htm#:~:text=Health%20effects%20of%20VOC%20exposure&text=Breathing%20in%20low%20levels%20of,are%20particularly%20sensitive%20to%20chemicals.>

<https://www.canada.ca/en/health-canada/services/air-quality/indoor-air-contaminants/volatile-organic-compounds.html>

If you're a parent then this could be the most important thing you see in 2024

Your children are most likely breathing in harmful chemicals otherwise known as VOCs.

VOCs are scentless air-borne chemicals that are commonly found in furniture, paint, air pollution, and aerosol sprays.

Long-term exposure to VOCs can put you and your child at risk for various types of cancer and respiratory diseases.

We believe that everyone deserves to have healthy air quality

That's why we are doing free air quality tests to ensure you and your family breathe safe air.

Not only will we make sure your air is safe from VOCs and other harmful pollutants, we will also provide you with various solutions to make your air quality safer.

Put yourself at ease and keep your family safe from poor air quality. Book your free air quality test using the link below.

(NOTE: I will include screenshots from various studies for the ad)

Did you know there's a 95% chance you and your family are breathing in hazardous chemicals?

Airborne toxins are commonly found in everyday life, they come from vehicles, construction sites, and factories.

According to a study from the National Institute Of Environmental Health Sciences, After years of breathing in airborne toxins you'll be at a higher risk for various health issues.

We believe everyone deserves to breathe healthy air

That's why we are offering free air quality tests to ensure the air you and your family breathe is safe.

Our experts will identify toxic air pollutants in your home and provide solutions on how to remove airborne toxins to reduce health risks.

Put yourself at ease and keep your family safe from airborne toxins, book your free air quality test using the link below.