

# ***ALL OF THE REQUIREMENTS FOR THE COPY REVIEW AIKIDO CHANNEL!***

100 pushups: [LINK](#)

## **For Copy Review:**

### **Content Requirements:**

1. Answer the four questions from the winner's writing process.
  - a. Who am I talking to?
    - i. homeowners in their 30s and 50s
    - ii. young professionals, retirees, and even single homeowners undertaking smaller projects.
    - iii. Income levels likely range from upper-middle class to affluent.
  - b. Where are they now?
    - i. **Fears and frustrations:**
      1. **Quality concerns:**
        - a. Finding a trustworthy contractor remains paramount.
        - b. Afraid of poor workmanship and hidden costs.
      2. **Budget anxieties:**
        - a. Cost overruns and exceeding initial estimates are a major source of stress.
        - b. Transparency in pricing and cost management are crucial.
      3. **Project disruption:**
        - a. Mess, noise, and inconvenience are a constant worry.
        - b. Clients seek minimal disruption and clean work environments.
      4. **Decision fatigue:**
        - a. The overwhelming number of choices is paralyzing for some.
        - b. Clients crave guidance and a collaborative approach from their contractor.
    - ii. **Anger and blame:**
      1. Unreliable contractors who violate deadlines, budgets, or quality standards are a source of anger and keep your word - show full path (full timeline of project).

2. Some clients blame themselves for not getting multiple quotes or doing more research.

c. Where do I want them to go?

i. **Dream outcome:**

1. A beautiful, functional, and personalized and quality material space that reflects their taste and enhances their lifestyle.  
(Objective beauty)

ii. **Impressing others:**

1. Creating a space they love is primary, but some might also consider impressing guests or feel a sense of pride in their home's aesthetics. (Status)

iii. **Desired feelings:**

1. Confidence, comfort, and a sense of accomplishment in achieving their dream renovation.

iv. **Secret desires:**

1. A stress-free renovation experience with open communication, clear timelines, and a finished product exceeding expectations.
2. Getting more out of their home's value

d. What steps do I need to take them through in order to get them from where they are now to where I want them to go?

- i. I am dealing with active attention so I need to show them their dream state with objective beauty. And their opportunity: Boost your home value.

1. Styles: Conflict and drama, Objective beauty, movement, pattern interrupt, easy to digest/simple copy.

- ii. I will niche down on certain services

- iii. I will show nice pictures

- iv. In the copy I will ensure a smooth, hassle-free experience

- v. I will express transparency and fair price (could mix this in by showing a review that talks about fair price)

- vi. I will try to make them curious about the quote that they will get.

2. List the reader's roadblocks and the solutions/mechanisms to solve them.

a. Roadblocks:

- i. They don't know anyone who could do it for them
- ii. They don't trust other companies after seeing some reviews

b. Mechanisms:

- i. Use an untrustable company
- c. Product/Service:
  - i. Highly rated contractor
  - ii. Transparent and fair price
- 3. Include your personal analysis of your copy's weaknesses and how you plan to improve them.
  - a. My ad lacks a differentiator of other mechanisms and our service
    - i. I will improve this by coming up with a couple of ways and asking ChatGPT how I can show them why us
- 4. Explain how you attempted to fix your issues and ask for feedback on your efforts.
  - a. I threw around different types of trust boosters and used it to show why we are different
- 5. Explain how your product's strengths and weaknesses play into the value equation
  - a. Dream outcome: Kitchen they can admire at their home.
  - b. Perceived likelihood of success: It's 80% certain. It will be boosted up after seeing some social proof
  - c. Time delay: We do everything A-Z, we are the fastest solution
  - d. Effort and sacrifice: They don't have to do anything, just show us what you want + material you want
- 6. Explain where the reader is in terms of awareness, sophistication, their thought process, and where they are inside the funnel
  - a. Active brain
  - b. They are level 5 sophisticated
  - c. Solution/product aware
  - d. Right now in the funnel they are just being introduced to the company.
- 7. Show and explain the full funnel.
  - a. Web search -> form / Call -> Come to their house to give quote -> follow up -> do job

## For Paid Ads:

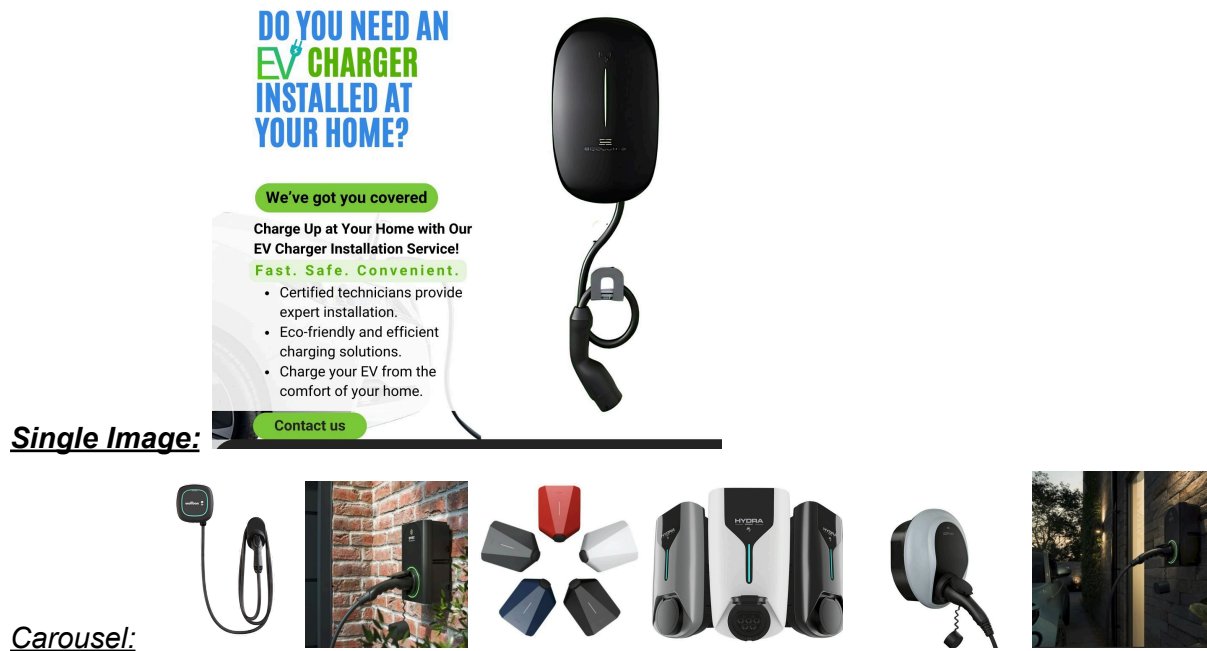
- 1. Describe the testing strategy you are using.
  - a. I will be testing 3 audiences:

- i. Broad Audience
    - ii. Tesla Motors
    - iii. Electric Car
  - b. And I will test 3 creatives at the same time on all 3 audiences:
    - i. A single image
    - ii. A carousel of images
    - iii. A video
2. Indicate where your post is within that testing strategy.
- a. I just launched the test but the ad itself with the same copy + a basic pic of an ev charger + a broad audience has been running for a while
3. Provide metrics for what you have tested so far, including clickthrough rate, cost per click, cost per conversion, and conversion rate (if available).
- a. I deleted all the metrics, but I had a cost per lead for \$60 and sometimes \$100 which is obviously horrible.
  - b. Clients told me that out of the 6 calls they got, 3 of them were asking for a charger and not an installation for their charger, 2 of them were no longer interested and 1 was closed.
  - c. I spent \$300 and got 4 leads
  - d. Now i'm gonna be spending \$30/day aiming to get at least 1 lead per day

## Here is the ad:

Gender: Both  
Age: 25-65+

**Video Ad:** <https://go.screenpal.com/watch/cZioD7VPf7S>



### **Copy:**

🚩 Have You Bought And Received Your Electric Car & NEED A Charge Point installed?

Many installers are leaving EV car owners FRUSTRATED and waiting for 100+ days for an install....

Leaving you waiting with no answers and no charge point to charge your electric vehicle at HOME...

Get a charge point installed THIS WEEK by....

🔗 Clicking on the BOOK NOW button, fill out the form and one of our installers will call you to arrange a home visit 🔗

⚡ Have a charge point ready to charge your vehicle in 3hrs ⚡

**Description:** Limited Slots Available

**CTA:** Book Now!

**Response Mechanism:** First name and phone number

