

OUR STORY PAGE - Home renovation

Business type: Home renovation company

Business Objective: sell all kinds of home renovations (kitchen, bathroom, full apartment)

****Who am I talking to?****

- Both men and women
- Age from 25-55
- Under 100 000€ a year (since taxes take all)
- Homeowners
- Awareness level 3
- Sophistication level 4-5
- Desire 6-8
- Belief in idea 6. They know they need a renovation to fix the house, but they might have a problem believing we can provide the look they want
- Trust 2 (our traffic comes from Google) If referral then it can be 4-5

****Where are they now?****

(This is an side page, Our story page, so I'll keep it short)

- Fears:

- Appointments not being kept, billing discrepancies, and unplanned additional costs (price estimates exceeded), delays in work, and poor workmanship.
- Common phrases heard: "Renovations often go wrong," "Renovations are full of pitfalls," "We've seen and heard about all kinds of dodgy workers. It was scary and nerve-wracking wondering what kind we'd get," "It was pretty nerve-wracking and scary to think about the worst-case scenario of the renovation," "Pitfalls."
- Major issues arise that cost a lot and are unaffordable.

- Anger:

- Angry at "all sorts of dodgy workers and scammers."
- Reasons: prices, duration of renovations, and quality of work.
- Common complaints: "The price increases beyond the agreed amount," "The renovation takes longer than expected," "The worst is when the handyman does everything himself without any sense of style or design."

- Emotional Impact of Their Problems:

- Before renovation: When one area is fixed, the others deteriorate.
- If the renovation doesn't go well: Immediate sadness thinking about how they dreamed and planned it, and now nothing is as it should be.
- Feeling "anxious," "stressed."

- Feelings in Their Dream State:

- Long-term satisfaction, neatness, and calmness.
- Extremely satisfied with the outcome and in love with the solution.
- Feeling exactly the atmosphere they hoped for.
- Phrases from reviews: "We are very satisfied with the quality," "The home now serves much better."

- Secret Desires:

- Achieve inner satisfaction with their kitchen, making this the last renovation needed.
- Finally be able to say: "OUR RENOVATION IS COMPLETE."
- The renovation meets new needs and is exactly to their taste.
- The renovation outcome is "neat," convenient, and comfortable for the customer, also "reflecting their own style."
- The home is warm, inviting, and reflects the residents' personalities, making it comfortable for guests too.

- Conversations about Dreams and Desires:

- A good renovation sticks to the schedule without delays, and billing is spot on. There should be a reliable professional who does the job so well that you're very satisfied with the result and don't need to consider another renovation. The home should serve much better after the renovation, and the old areas shouldn't start deteriorating before your eyes. A good professional listens to our wishes and is well acquainted with the renovation plan, ensuring satisfaction with the outcome. The professional should also communicate well

with us and find experts from different fields if needed. It's also great if the professional cleans up well at the end of the day and takes out the trash.

****What do I need them to do?****

This page is for those who still don't trust the company after reading the front page + some side pages.

1. Grab attention, develop some curiosity.
2. They need to know who we are.
3. Destroy some objections I didn't already handle.
4. Have a clear picture of the renovation team in their mind.
5. Feel some fresh desire to renovate.

Story website analysis

1. Runtu works.
2. Amplify credibility
 - a. "Runtu Works on rakennusliike, jonka takana on kymmenien vuosien kokemus korjausrakentamisesta."
3. Amplify Authority by using celebrities and proof on experience
 - a. "Olemme saneeranneet tai rakentaneet Helsingissä, Espoossa ja Vantaalla pääurakoitsijan ominaisuudessa yli viisisataa kohdetta ja vastanneet lukuisten sisustusohjelmien remonteista."
4. Asiakaslähtöistä korjausrakentamista jo vuodesta 2007
5. Introduce guru amp credibility
 - a. "Aloitimme rakennusprojektien tekemisen pienenä kahden hengen rakennusfirmana kesällä 2007."
6. Show struggles start at the height of drama
 - a. "Matkan varrelle on sattunut niin virheitä kuin onnistumisiakin, mutta aina toimintamme on perustunut siihen, että palvelemme asiakkaitamme mahdollisimman hyvin."
7. Niche down on service and discovery of law of nature
 - a. "mutta aina toimintamme on perustunut siihen, että palvelemme asiakkaitamme mahdollisimman hyvin."
8. Amp authority

- a. "Nyt, satoja kohteita myöhemmin, meitä runtulaisia on toistakymmentä ja toteutamme vuosittain joitakin kymmeniä isompia korjausrakennuskohteita."
- 9. Amp authority show as the best option for the reader
 - a. "Perusperiaattemme on edelleen sama. Olemme yksityisen sektorin korjausrakentamisen moniosaaja. Rakennusurakoitsija, jonka käsiin luotetaan ne kaikkein haastavimmatkin huoneistoremontit.
- 10. palvelulupauksemme
- 11. Big promise
 - a. "Me elämme asiakkaidemme unelmien toteuttamisesta. Tärkein päämäärämme on toiveidesi mukaisen, teknisesti oikein toteutetun lopputuloksen luovuttaminen valmiina, aina ennalta sovitussa aikataulussa."
- 12. Tease discovery story
 - a. "Kaikissa onnistuneissa korjausrakennuskohteessa vain pieni osa lopputuloksesta näkyy kohteen visuaalisessa toteutuksessa."
- 13. Amp belief with certificates
 - a. "Meillä jokaisen työvaiheen tekninen toteutus ylittää siihen liittyvät ohjeistukset ja alan standardit. Kohteissamme jokaisen työtehtävän suorittaa asianmukaisen osaamisen ja sertifiointin omaava ammattilainen."
- 14. Tease mechanism
 - a. "Asiakkaanamme sinä olet kaiken toiminnan keskiössä. Viemme kokonaisvaltaisen asiakaskokemuksen laadun ja helppouden osalta tasolle, jota rakennusala ei ole ennen nähnyt."



[Company name]

[company] is a Finnish renovation company founded in 1986.

For decades, we've served thousands of customers in Turku and the surrounding Southwest Finland area within a 50-kilometer radius. We handle everything from small kitchen cabinet installations and painting to major apartment renovations.

A Renovation Company That Cares for You and Your Home Since 1986

[company] was founded by two Finnish men: myself, Ari Moisio, and my friend Aleksi Rantanen. When I started [company], I was already working on renovations, small installations, and repairs.

Over the years, our two-person team has fixed thousands of broken walls, worn-out spaces, and mold-damaged areas, always delivering results that meet our customers' expectations.

Admittedly, not every renovation has been smooth sailing. Nevertheless, after nearly four decades, we continue to operate and evolve.

Today, we are known for our high-quality work, helpful advice, and five-star customer service. Most of our customers come through recommendations, which speaks volumes in itself.

We have carefully chosen our renovation partners. Our long history in the field means we know many honest family businesses that handle tasks such as plumbing and electrical work.

There is no home that a renovation can't refresh. Our mission is to create the results you desire, making your home a place your entire family loves to live in. And, of course, within the agreed schedule and budget.

We thank every customer and partner for their positive feedback, which motivates us to improve our services even today. Every project is an opportunity for us to demonstrate our expertise and commitment to quality. Thank you!

Contact us!