

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Cleaning company

Business Objective: Get more customers

Funnel: Via Facebook Ads or Search on Google

WINNER'S WRITING PROCESS

1. Who am I talking to?

i-Commercial offices/institutional facilities

ii-Airports

iii-Hospitality/Hotels

iv-Health facilities

v-Homes

iv-Real estate

2. Where are they now?

Search on Google

3. What do I want them to do?

Stop searching and click on my page

4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

i-quality assurance

ii-Sustainability

iii-People's opinion about us

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