

100 Pushups:

<https://rumble.com/v55h2x4-100-pushups.html>

Business Objective:

Warm up the lead he's been talking to and make his company look better. This site isn't meant to directly lead to sales, however should raise the status of my client and open them up to the idea of working with us.

Similar to how being well groomed won't close the sales call, but will elevate your chances of closing by elevating your status.

Funnel:

1. My client outreaches to them via email/in person visit and he starts talking to them about possible solar
2. My client gives him website info and asks them to check it out
3. The website builds trust, desire, and certainty
4. They click the "Schedule a Consultation"
5. My client gives them specific information on their solar project:
 - a. The recommended system for them
 - b. How much it would cost
 - c. How much it would save
 - d. Government funding that's available
 - e. Financing options
6. They get started

Value Equation:

Dream Outcome: They'll be able to spend more money helping their community because they won't have to worry about paying for electricity.

My client also trains people when installing solar = Links to their desire for workforce development in their community.

Mini desire: Possibly they care about helping the planet, though market research has found they don't really care about the whole global warming idea, however they do believe it to be true.

Perceived Likelihood Of Achievement: My client has been in the industry since 2010, meaning he has first hand experience into how the process works and knows how to find funding/financing.

E&S: My client will handle getting funding for you, financing, creating a plan, and actually installing the solar panels

TD: On average 5 weeks, installation takes max 3 days but the legal and funding leading up to it takes a while

Roadblock:

They want to be able to invest more money into their communities, however struggle to find funding and believe that finding funding for non-profits is hard.

Solution:

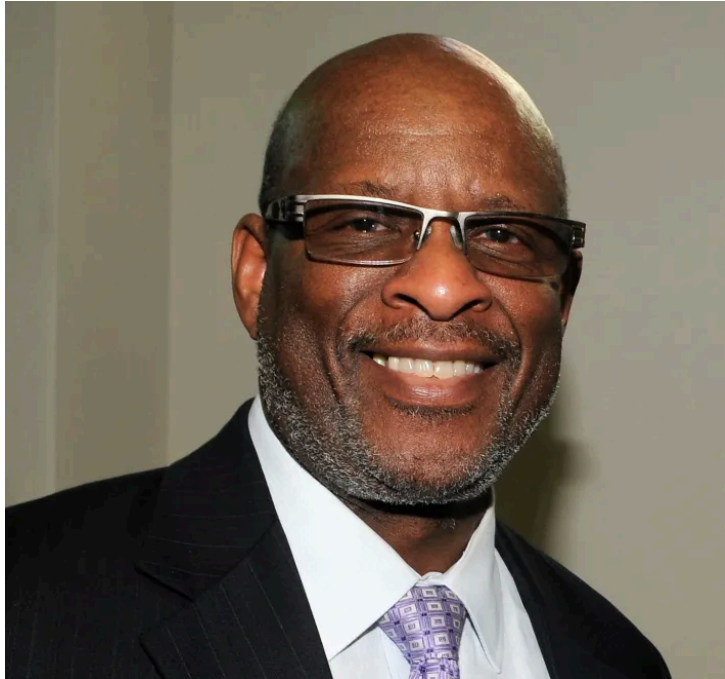
Solar will let them save money for decades, letting them invest thousands more dollars into their community.

Product:

Imani Energy. Has over a decade of experience, helps create jobs on top of actually installing the solar, and can help you find funding and financing.

Who am I talking to?

Basic Avatar



Rev. Terrence Keeling, He has a wife and a daughter

Background Details

Reverend Keeling has been a Christian his whole life and wanted to be a pastor as his dad was a pastor. He went to New Brunswick Theological Seminary and earned his Master of Divinity and his Doctor of Ministry degree in Metro-Urban Ministry. From there, he became a pastor at his local church.

He enjoyed being a pastor, but as the years past he realized that there was lots of trouble in his community and felt like it was his divine purpose to help solve it. He founded the non profit Central Baptist Community Development Corporation and started several micro-companies that handle the three main problems he sees: Workforce development, affordable housing, and economic empowerment.

Identity

“I would like to be known as a family man, who was lead by the spirit of god, whose goal was to empower people to bring a change, and experience a power of god, that would be my dash, if that was left there I’d be very happy”

Generally, What Kind Of People Are We Targeting?

- Men or Women? - Both
- Approximate Age range? 40-65
- Occupation? - Pastor, or owner of a Non Profit
- Income level? - \$65k/year
- Geographic location? - Delaware

Painful Current State

- What are they afraid of?
 - Seeing his community stay impoverished forever. This is because it would lead to more and more people standing no chance at building themselves up and creating a better life for themselves
 - Seeing his community ridden with crime forever. This is because he knows it’s his duty to improve his community, and that it must be improved to help all the people around him.
- What are they angry about? Who are they angry at?
 - Seeing people suffering all around them - “When I come in, I come in through the east side of Wilmington, and it is not those big fancy buildings. It is a lot of abandoned buildings, it’s a lot of people who are in need of hope, people who need assistance, people who need change in their lives.”
- What are their top daily frustrations?
 - Having to deal with all the legalities and paperwork of their current community-help ventures.
 - He feels like he has to “work, scrape, and save” to make money, “save all my money”
- What are they embarrassed about?
- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?
 - People see him as being brave and virtuous, living true to the intentions of God of helping others.
 - He feels good about himself, knowing deep down that he’s living and fulfilling

his mission.

- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 - “Everybody tells you “no””, “It’s a really long arduous journey”
- What is keeping them from solving their problems now?
 - He doesn't have enough money to push the projects forward and help the community.

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
 - They would feel like they’re doing good in the world and helping their community - “It’s awesome, sometimes I need to pinch myself”
 - They would feel like they’re fulfilling their duty to help their community and disenfranchised people - “resources for disenfranchised people living in communities that have been marginalized”, “Our Mission is to provide the setting for community members to engage in the process of change, which results in the overall transformation of their lives and their community.”
 - They would benefit the next generation - “We’ll be able to pass that down to them. And that’s really at the forefront of when I’m not working for the community development corporation or as my role as a pastor, we’re meeting and talking about how can I take this knowledge that we have this experience we have, and give it to another generation so that it doesn’t just stop with us, that it continues.”, “that's what it's about it's about passing it on and making progress from generation to generation”
- Who do they want to impress?
 - Their members of their church. They would tell him what a great job he’s doing at helping the community, planet, and helping create jobs in the process.
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
 - They would feel good about themselves knowing they helped someone make a drastic change - “So when I hear that someone has been able to change their

perspective from believing that they couldn't to believing that they can, when someone has experienced a change in their life, having come through our program, and being touched by this supernatural power of God, and coming to a greater understanding of this salvation that's available, it makes me feel like I am being faithful to that call"

- He would feel like he's living out God's plan - "That's the feeling that is most important. Jesus said this is eternal life, to know the one true God and his son whom he has sent. And when he said he was talking about an experiential knowledge. What we do is we come in contact with God as he works through us to bring change in people's lives, and that itself is extremely humbling"
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
 - "Ultimately what we're hoping to do is to empower them so that they can come back and serve in their community and be an asset to their community"

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
 - They need to solve three main problems - "workforce development, housing stabilization, and economic empowerment"
 - "We don't just see the gospel as just being about soul salvation, we see it as being about whole salvation. Believing that through Jesus Christ the power of God has been made available to bring about a change in people's lives, and we don't just want to preach the gospel, we always said that we would actually apply the gospel. Let people not just hear about it, but experience it"
 - They don't have enough money because it's hard to find funding for their organization, not because they're spending too much.
- Who do they blame for their current problems and frustrations?
 - They blame systemic problems that have damaged their communities, lack of education, and lack of economic opportunity, and lack of funding for the problems they see in their communities.
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - No
- How do they evaluate and decide if a solution is going to work or not?
 - If they think it aligns with their morals and God is leading them there - "So what you see happen, we were just following where we felt the spirit was leading us, going into areas where we felt God was working, and we experienced God working through us to bring change in people's lives"
 - If they've seen it work in the past for others

- If their friends/family tell them that it works
- What figures or brands in the industry do they respect and why?
- What character traits do they value in themselves and others?
 - Empathy, helping others, selflessness, humility - “It’s not just a one man hero, it’s been community and individuals both locally and across the state that have helped us support the good works”
- What character traits do they despise in themselves and others?
 - Greed, selfishness,
- What trends in the market are they aware of? What do they think about these trends?
 - They are aware that solar is becoming more and more popular. They are quite neutral and don’t really care.
- What “tribes are they a part of? How do they signal and gain status in those tribes?
 - His church
 - Being seen as a good virtuous person
 - Helping others
 - His family
 - Seeing him making progress and helping the community

Where are they now?

Dr. Keeling just got sent an email from an associate of his, Jefferey Richardson (my client) telling him he has a new opportunity for solar. Dr. Keeling clicked on the link in Jeffrey’s email’s signature and got taken to this page.

Sophistication - Stage 5. Dr. Keeling has heard about solar in the past, and thinks it’s cool, but just hasn’t gotten the time to look into it and doesn’t think it can save him that much money. He thinks of solar more as a thing to save the planet rather than to save you money.

Awareness - Stage 3, Dr. Keeling has heard of solar in the past and has heard it can save you money, but isn’t 100% sure this is true and isn’t sure exactly how much money it can save, how much it costs, and all the legalities involved.

Current Desire - 1. He wants to save money but isn’t convinced this will save him thousands of dollars.

Current Trust - 2. He’s heard from my client before, but isn’t super close with him.

Current Certainty - 1. He’s seen other people using it so he believes it can save you money, but isn’t sure if it’ll work for him.

Where do I want them to go?

I want Dr. Keeling to go and request a free quote through the website form.

Desire - 5

Trust - 4

Certainty - 4

What steps do I need to take?

Attention

1. Bright color
2. Zoom in/movement
3. Beauty
4. Contrast

Identity

1. Bright nice building with solar + green trees, pretty birds, sunrise, environmentally friendly
2. Black people working
3. Helping people virtuous

CTA

1. Schedule Consultation

Desire

1. Save money → Put more money into their community

Certainty

1. Yrs in business
2. Logic on how it saves you money

Drop Cost

1. Financing

Desire

1. Create jobs + Poor communities

Drop Cost

1. Emphasis on tax options → Save money/pay for itself

Certainty

1. Designed to work together
2. How we train our installers

Desire

1. Make money → Put more money into the community

Trust

1. We understand your problems
 - a. We'll personally speak with you

CTA

1. Consultation to get tailored details, financing options, tax incentives, answer Q's

Personal Analysis:

I think my copy does a good job of showing that my client & my avatar have aligned goals/values of bettering the community.

Before editing my copy to this version, I had several problems with talking about us > them. I corrected this by adding the lines: "Your solar system should save you as much money as possible" + "Solar shouldn't slow you down" at the start of the "You'll Only Get The Best" & "Smooth Sailing" sections.

I believe this will help get their attention as I'm talking about them + build trust as I'm showing I care about them.

As for design I modeled it off of Tesla's website, which is why most of the backgrounds are full images. I think the overall design & choice of images are good, however I think my biggest problems are the sections where I talk about helping them get funding.

I want to show that we'll be relaxed and calmed down during these meetings, hence why I chose images of people smiling in suits. However, I worry that these images might come across as "breaking the flow" and going from a mostly solar theme → a business/work theme. I tried fixing this by making sure the images are smaller and don't take up the whole space + add white barriers to the top and bottom of them so that it appears to be a "new section", and therefore the reader understands why the scenery changed.

Copy:

***2 "Parts".** First is the actual words written, the second part shows the design of the website page and how I put everything together.

Community Group Solar

Power To The People

Talk With A Solar Expert

Save On Electricity, Invest Into Your Community

Your solar system will shrink your electricity bill to almost zero, saving you money each month, and letting you invest more into your community.

[Talk With A Solar Expert](#)

Helping Community Groups For Over A Decade

We've been helping community groups save with solar for over a decade, so we know the process like the back of our hand and can help you through all the financial & legal hiccups to make your transition to solar a smooth one.

[Talk With A Solar Expert](#)

No Money? No Problem.

Getting funding for your community group can be tough. That's why we have a number of flexible financing solutions that let you gradually pay for solar each month — making funding solar as easy as taking your monthly budget for electricity, and spending it on solar. You won't have to spend any additional money!

[Talk With A Solar Expert](#)

Creating Jobs

You're not just saving money, but you're creating jobs. Imani Energy finds, trains, and hires people from underserved communities to install your solar system — economically empowering these lower-income communities.

We'll Help You Get The Funds

Solar should save you money, not take it. That's why on top of providing financing, we'll also help you find federal, state, and local grants to shrink your bill down as much as possible.

[Talk With A Solar Expert](#)

You'll Only Get The Best

Your solar system should save you as much money as possible. That's why we'll hand-pick your solar system to meet your energy needs, work with the layout of your roof, and be extremely energy efficient — Making sure you get the largest return on investment.

Smooth Sailing

Solar shouldn't slow you down. That's why we'll meet with our installers beforehand and discuss your particular roof, making sure they know exactly how to install your system as swiftly and efficiently as possible, so you don't have to stress about delays.

Power To The People

With solar, you'll no longer be at the mercy of utility companies raising your rates, and draining your much-needed funds.

Instead, you'll be able to consistently put more resources into transforming your community and empowering the people who live there.

One On One Help

Figuring out solar by yourself can be stressful. That's why we'll work with you one-on-one to help you select the perfect system, handle all the legalities, and find federal, state, and local funding to shrink your bill down as much as possible — So you can focus less on solar, and more on how you'll use all the money you just saved.

Talk With A Solar Expert

Speak with us one-on-one to get information on how much your solar system would cost, how much it would save you, the financing options you qualify for, and any federal, state, or local funding available to you.

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Community Solar

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Talk With A Solar Expert



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Creating Jobs

Investment in solar is money, but so is the money you save. Invest in solar, and you'll save money on your electricity bill, and you'll also be able to use that money to invest in other things.



We'll Help You Get The Funds

Solar is a big investment, but we'll take care of it. That's why our team of experts is here to help you find the best financing options, and we'll also help you find federal, state, and local funding to shrink your bill down as much as possible.