

# SOLAR FREE VALUE.

Where are they?

- Solution Aware: A person knows there are solutions, but hasn't chosen one and doesn't know about your product.

Emphasize how your product fills the gap compared to alternatives.

Probably somewhere between these 2

- Product Aware: A person knows about your product, but isn't totally sure it solves their problem.

Showcase how your product solves their specific problem effectively.

Who are they?

- Men or Women? Generally both, but mostly men.
- Approximate Age range? 35 to 56
- Occupation? Highly educated jobs such as doctors, lawyers, and engineers, but also local jobs, like teachers, nurses, and accountants. Also high paying jobs such as executives and managers.
- Income level? ≈90k a year.
- Geographical location? Texas

Painful Current State

- What are they afraid of? Generally, losing their house, having an accident, and not being covered by insurance, insure is a huge issue, lol. They're also afraid of being ripped off, paying a huge amount for a bad job, or not getting the right job at all, dependence of fossil fuels, and climate change, rising property taxes and neighborhood changes.
- What are they angry about? Who are they angry at? Government and taxes. Also angry at employers, they have demanding jobs. Also unstable grid and blackouts for their family, and environmental issues, contractors overcharging, noisy neighbors, HOA.
- What are their top daily frustrations? Home repairs, contractors, handymen, home maintenance, confusing options about solar, seasonal issues, and rising costs.
- What are they embarrassed about? Not being able to do some home installs themselves, either because they don't know what to do, or they don't have the skills, and also being too much of a tree hugger, having an old-looking house, or falling off maintenance.

- How does dealing with their problems make them feel about themselves? Confused, lost, in need of help, maybe even ripped off, overwhelmed, and financially pressured.
- What do other people in their world think about them as a result of these Problems? They're incapable, they don't keep up their house.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say? "Dude, this house has been giving me this issue for months now, I'm sick and tired of this, I just wish I could make it go away, or even better, just get rid of the damn house. All my money goes into the mortgage, bills, and insurance."

#### 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 and feel like? Not having to pay either mortgage, insurance, bills, or having to worry about house repairs. (After service support is important.) and of course no taxes. Disappearing climate change, and being self-sufficient energetically, and the house never needing fixes.
- Who do they want to impress? Their family. Family values are big for them, friends and neighbors.
- How would they feel about themselves if they were living in their dream state? Relaxed, calmed, relieved of extra stress, able to spend extra time with their family, or use that mental energy for their stressful job, and also, have more money for personal use.
- What do they secretly desire most? Achieving financial freedom and having all the time in the world to spend with their loved ones.
- If they were to describe their dreams and desires to a friend over dinner, what would they say? "Life is so much easier now, I don't pay electricity bills, house never breaks down, I have all the space in the world for my kids and we can have BBQ in the back garden."

#### Values and Beliefs

- What do they currently believe is true about themselves and the problems they face? The grid is unstable, can't be relied on, and feels like my family is in danger, besides, bills are expensive, and I could always pay less taxes, love technological innovation, independence, and environmental responsibility. They value family, community, their local city and space, stability, personal space, and ownership.
- Who do they blame for their current problems and frustrations? The government, the neighbors, unreliable contractors, and unpredictable weather.
- Have they tried to solve the problem before and failed? Why do they think they

failed in the past? They've been seeing several solar companies, but haven't decided on one yet, they've tried the saving electricity tips, but the bill is still too high, they also thought the up-front cost was too much, they tried DIY projects and failed, and dishonest contractors.

- How do they evaluate and decide if a solution is going to work or not? Certainty, exclusive tech and how easy it's going to be for them, up-front price, HOA, environmental impact, and reputation, reliability, durability, and warranties.

- What figures or brands in the space do they respect and why? Tesla.

- What character traits do they value in themselves and others? Honesty and reliability, sustainability, independence, and a sense of community with good neighbors.

What kind of people are we talking to?

- What character traits do they despise in themselves and others? Not making themselves accountable, injustice, wastefulness, dependence on large corporations, laziness, lack of respect for property, noisy neighbors.

- What trends in the market are they aware of? Rising energy costs, government incentives, and advancement in technology.

Trends? They know alternative energy is the future, they may even have some EVs, changing trends in home design, and changes in local regulations.

What do you want them to do? Give us a referral.

What do they have to go through to experience that? 1- Great, kind service. 2- Give curiosity and a compelling reason to do it. 3- Overcome the social pressure to do it. 4- Make them feel like they're helping their community. 5- Urgency/scarcity, a reason to do it right now.

Roadblock: Mostly social pressure.

Solution: You're saving the world, you're helping your neighbor with our product.

Main levers:

- Taxes.

- Independence.

- Reliability, being able to maintain their home easily.

- Warranties.

- Want to impress neighbors.

- Desire for peace.

- Control and freedom.

## Email

Headline: Your 500\$ Prize from Good Faith Energy.

Test: You dodged a huge bullet.

*Would you consider yourself a good neighbor?*

1- Great, kind service:

First, I'll amplify their experience, make them feel really proud of their purchase.

I'll reduce the time delay by saying we were super fast.

I'll decrease the effort and sacrifice by saying it was super easy and that they didn't need to do anything.

I'll increase the PLA by explaining the support.

I'll increase the dream outcome by saying that it all works perfectly, and pulling the avatar's main levers.

Let me congratulate you!, you and your family is officially free from electric bills, you enjoyed of a quick, easy installation, not only did you avoid all the hassle, but you're also fully covered by our top-quality support team. It simply works.

2-Give curiosity and a compelling reason to do it.

Make them feel like they dodged a bullet by not going with somebody else.

I'll increase the competition TD by saying they're slow.

I'll increase E&S by saying you have to fill in a lot of paperwork.

I'll Decrease dream outcome by saying that they're not reliable, and that it will never work, and if it works:

I'll decreased the PLA by saying that the competition has poor support.

I don't want to scare you, but... You dodged a bullet.

Unfortunately, most companies don't have such high-quality standards while working in your home, they'll take months for a single installation, they would make you fill in a lot of paperwork, and if that wasn't enough, it still wouldn't even work, and support would take ages to fix the issue they started in the first place.

3- Overcome the social pressure of doing it.

Explain how someone he knows might go over to the poorer quality option unless you let them know there's a better option, a secure one, that will treat them better, thus making you look like a better neighbor.

Imagine someone you know, installing solar panels with someone else, someone who will possibly burn their whole house down.

They wouldn't have even been able to know that there was a better, safer, quicker and easier option.

4-Helping the community.

Going on about how going solar not only helps the community, but every human on Earth. Also explaining that solar panels make the community look higher status, also, less money for the abusive utility companies.

Also, that neighbor going solar doesn't just mean, 500\$ extra for you, in means one more home saving the earth, one more soldier fighting climate change, one more family safe from the unstable grid, but most importantly, a lot less dollars for the abusive utility companies.

We must make sure every family home in Texas is independent. That's why we reward you with **\$500 for every acquaintance you refer who signs up for solar.**

5- Urgency/Scarcity.

Do it now before your neighbor takes a bullet, and... fucking dies. (?)

CTA: [Refer someone you know here. help your community today, before they take a bullet.](#)

*Would you consider yourself a good neighbor?*

Congratulations! You just enjoyed a quick, easy installation. Not only did you avoid all the hassle, but you're also fully covered by a support team better than anyone else's.

Best part? It. Just. Works.

Listen, **I don't want to scare you**, but... You dodged a bullet.

Other companies won't have the same high standards, you'd be waiting weeks for a single installation, and have to write lots of confusing forms... Just for the installation to not work.

You'd then have to call customer support, who would also take ages to fix their own issue, making you give up entirely, having to hire us anyway to fix it.

Imagine someone you like, hiring someone like them, without knowing an easier, safer, and quicker option.

How would they FEEL about you not helping them?

To motivate you to help your community, we reward you with **\$500 for every acquaintance you refer** who signs up for solar.

That neighbor going solar doesn't just mean 500\$ extra for you.

It also means...

-1 more home saving the earth.

-1 more soldier fighting climate change.

-1 more family safe from the unstable grid.

But most importantly, **a lot fewer dollars for the abusive utility companies.**

CTA: [Click here to be a good neighbor by referring somebody before they get scammed.](#)