

Business objective: Convert first time website visitors into requesting a call

WINNERS WRITING PROCESS

top player: <https://design-itude.com/#remote-ue-item-3>

1. Who am I talking to?

- a. 60% men / 40% women
- b. old heads
- c. 50-75 year olds
- d. People who just got married

2. Where are they now?

- a. México - Nuevo León, Veracruz, and CDMX
- b. searching for an architecture firm who can build and design their dream house/ commercial building for their business.
- c. Google architecture firm for residential/commercial
- d. Land on website
- e. Level 3 Solution aware - call out the known solution then offer your product as the best form of solution
- f. Sophistication Stage 4 - market don't believe the mechanisms anymore, best move is to go to stage 5 and make a experience play on the market
- g. Current state:
 - i. We found ourselves unable to navigate a murky industry of bribes, false promises and massive cost overruns.
- h. Dream state:
 - i. Class leading and the team that he leads is dynamic and vibrant.
 - ii. The end result of all the work was, to put it bluntly, a dream
 - iii. The communication was unmatched.
 - iv. They help you all the way through, providing you with a kind of hand holding throughout, which we really liked because it was our first time working on a project of this nature.
 - v. The level of communication, consideration, and knowledge we received from Online Architectural Services really impressed us. The group was amiable, dependable, and competent.
 - vi. We had the best experience
 - vii. I can't emphasize enough how easy he made this process for me.
 - viii. Behind him is a smart team that is smart and always on point.
 - ix. They did something that other architects could not.
 - x. The ideas, concepts and final product were inspiring and completely transformed our home into a place full of light, high ceilings and beautiful finishes.
 - xi. Their team encompasses extensive experience in various trades with

dedication to detail and refined design aesthetics.

i. **What are they currently doing to solve this problem?**

- i. There is no type of small solution to solve this problem, but they could be doing. - comparing firms, looking at who is the best one (looking at their experiences, looking at their past projects, who is more professional, they look at who can do it all in one place)
- ii. Dealing with it
- j. Level of desire - 6
 - i. they need this service in order to have a high quality and lasting environment
- k. Belief in idea - 5
 - i. architecture are professionals at their work and it's the best route to choose if you want something that is professionally done if it's on your budget
- l. trust in company - 2
 - i. it's a extreme high price and important decision, they need to be careful which firm they trust

3. What do I want them to do?

- a. Fill out contact form

4. What do they need to think/feel/experience to do those things

- a. Keep attention
 - i. slideshow of images showcasing dream outcome (beauty and movement)
 - ii. Multiple headlines match with images (headline slideshow) - Benefits, What they do, Credibility, and Why choose us.
 - 1. We use sustainable practices - We work on projects big and small - We turn your dream into reality - Award winning architecture and interior design Studio - We are a one-stop-shop design studio - We provide comprehensive services - we deliver creative and innovative designs.
- b. WHO WE ARE Section - Tell what you do, who you are, and how you do it
 - i. We are a full-service Architectural and Interior Design Studio with a fresh, innovative approach, turning your dreams to reality.
 - ii. Image (dream outcome)
 - iii. Operating globally, our studios are strategically located in the UK and Egypt enabling us to seamlessly cater to clients and execute projects of all sizes across the world. Our technically skilled and experienced team of young qualified chartered architects and designers leverages new materials and innovative technologies to deliver our clients' visions. Committed to crafting socially conscious, exhilarating, and aesthetically captivating spaces, buildings, and interiors, we're redefining the boundaries of design excellence. From grand architectural endeavours to intimate interior designs, we thrive on the diversity of our projects, and deliver a tailored approach to every endeavour. *Learn more* →

- c. WHAT WE DO Section
 - i. Our mastery extends across diverse sectors, catering to our clients' distinct requirements.
- d. Services - slideshow type
 - i. Type of service
 - ii. Total number of project completed
 - iii. A brief description of service
 - iv. COMMERCIAL
 - v. RESIDENCIAL
 - vi. WORKSHOP
 - vii. RETAIL
- e. Credibility. Social Proof.
 - i. Show of your experience,
 - ii. Number of:
 - 1. Countries based in
 - 2. Countries worked in
 - 3. Years of experience
 - 4. Project completed
- f. WHAT WE OFFER Section
 - i. Our comprehensive suite of architectural and design services is designed to breathe life into your ideas, ensuring every project is a masterpiece.
- g. All SERVICES Section
 - i. 1.
 - ii. 7.
- h. Social Proof - OUR CLIENTS
 - i. Showcase big companies who have been your client
- i. WHY CHOOSE US Section (At Design-Itude, we go beyond creating spaces; **we craft** experiences.) Tell them the benefits they will get by choosing your firm
 - i. Design Psychology
 - 1. We use colour and environmental psychology to produce specific emotional responses to your project.
 - ii. Highest Standards
 - 1. We only use our trusted suppliers who share our passion for delivering the highest standards
 - iii. Professional team
 - 1. Our International team bring a range of skills and broad experience from working all over the world
 - iv. Creative solutions
 - 1. Each project has its challenges. Our skills, experience, and ability to innovate means we always find a creative solution
 - v. Natural Elements
 - 1. As human beings, we value the connection to nature. Wherever possible and appropriate, we include nature elements in our designs.
 - vi. Listen

1. Your project is your vision. We listen to understand your motivations, requirements, and desired outcome. We design for you- not for us!
- vii. Budget
 1. Money is often a taboo subject, but it is a critical element of any project. We help our clients define their budget and stick to it.
- j. Credibility - CASE STUDIES (From our passion for innovation to the meticulous attention we dedicate to every detail, discover the compelling reasons that set us apart.)
 - i. Showcase images of projects
- k. More Credibility and Social Proof BOOST - OUR PARTNERS
 - i. Company logos you have partner with
- l. CTA
 - i. Request a Call Back
 - ii. Interested in our services? Give us your details and we'll call you to discuss how we can bring your vision to life.
 1. Name
 2. Phone Number
 3. Email

Roadblock: don't know what firm to choose

Solution/mechanism: get a professional to design, build

Product: Dos 54 architecture firm who dedicates to design, construction, and real estate

COPY 

Home

(slideshow headlines and images)

Dos 54: We create incredible, unique spaces that reflect your personality and elevate your lifestyle.

Delivering personalized workspace, and creating high-quality, high-performing environments.

[CONTACT US/GET IN TOUCH/GET A QUOTE](#)

WHO WE ARE

Creating exceptional spaces for 500+ clients with a fresh, innovative approach that caters to their needs.

Operation in Monterrey, Ciudad de México, and Veracruz.

Enabling us to seamlessly cater to clients and projects of all sizes across the country.

Crafting socially conscious, exhilarating, and captivating spaces.

Redefining design excellence with innovation.

Improving lives through thoughtful architectural solutions.

Learn more —>

WHAT WE DO

Our expertise spans multiple sectors, tailored to meet the unique need of our clients

(slideshow style with images)

Residential

Number of project

Elegante personalized homes with attention to detail that will be a place that is enjoyed by family or generations

Commercial

Number of project

Providing an environment with innovative designs that balance aesthetics and productivity that redefine your business environment

Construction

Number of project

We build your dream projects, supervising and administrating every detail. From demolishing to finishing, experiencing a new space.

Real Estate

Number of project

Secure the best properties for your needs. We guide you every step of the way, ensuring your investments are sound and beneficial.

Cities base in | Cities work in | Years of experience | Project completed |

WHAT WE OFFER

Our comprehensive suite of architectural and construction services is designed to breathe life into your ideas, ensuring every project is a masterpiece.

OUR CLIENTS

Companies That Have Been Your Clients

WHY CHOOSE US

At Dos 54, we go beyond creating spaces; we craft unique experiences

- **Tailored Solutions**
 - Every project presents unique challenges. Our expertise, experience, and innovative mindset ensure that we consistently develop creative solutions.
- **Exceptional Quality**
 - We partner only with trusted suppliers who share our commitment to the highest standards.
- **Expert Team**
 - Our team brings a range of skills and experience when creating dream spaces.
- **Authentic Elements**
 - We appreciate our connection to nature. When possible and available, we integrate natural elements into our designs to enrich the environment.
- **We Hear You**
 - We design and build for you – not for us! We actively listen to grasp your motivations, needs, and desired outcomes.
- **AS IF**
 - Money is usually a reserved topic, but it is a fundamental element of any project. We help our clients define their budget and stick to it.

Discover what set's us part

CASE STUDIES

Request a Call!

Great projects start with great relationships. Fill out the form below, and a member of our team will get back to you within two working days.

Contact Form

First Name * Last Name * Email Address * Phone Number * Message