

WINNER'S WRITING PROCESS

1. Who am I talking to?

- **Business owners and entrepreneurs** who are frustrated with their current administrative tasks. They run small to mid-sized businesses and are looking for help to streamline their operations.
- They're not quite convinced admin support services are worth investing in but are feeling the strain of juggling too many tasks at once.
- They've likely had poor experiences with other service providers, leaving them hesitant to trust someone new.

2. Where are they now?

- **Current Activities:**
 - Scrolling through Facebook during a break, perhaps after a stressful morning dealing with admin problems or customer service headaches.
 - Thinking about how they can improve their business but feeling overwhelmed by the mountain of tasks.
- **Current Levels:**
 - **Desire for Assistance:** 3/10 – They know things could be better, but admin tasks aren't their main focus yet. Sales are stable, but they sense inefficiencies.
 - **Belief in Value of Admin Help:** 5/10 – They understand admin tasks are important but think they should be able to manage them themselves. They aren't convinced a third-party service is the solution.
 - **Trust in Zipd Admin Services:** 2/10 – They don't know Zipd Admin Services yet, and they've had poor experiences with other companies like Sage. They need to see why this service is different.
- **Current State:**
 - Frustrated and feeling let down by companies like Sage. Poor communication, delays in responses, and system glitches are the norm. They've spent hours on the phone, or worse, waiting for help that never comes.
 - They've lost time and money due to these inefficiencies and feel burnt out trying to manage everything themselves.
- **Dream State:**
 - A smooth-running business where administrative processes are streamlined, and they no longer have to worry about chasing support teams or fixing system errors.
 - A reliable service provider that understands their business, responds quickly, and makes life easier.
 - The peace of mind that comes from knowing the admin side of their business is in expert hands, allowing them to focus on growth and customer satisfaction.

3. What do I want them to do?

- **Stop scrolling** and pay attention to the ad.
- Click on the link with the intention of booking a session for a free consultation with Zipd Admin Services.

- Feel like **this is the solution they've been looking for** to relieve the admin burden that's been weighing them down.

4. What do they need to see/feel/experience to take the desired action?

- **See:** A direct, no-nonsense message that speaks to their frustrations: "Tired of Admin Headaches? We Fix It Fast. Get Back to What You Do Best."
- **Feel:** A sense of relief and confidence that Zipd Admin Services is different from what they've experienced before. They should feel like there's finally a solution that's reliable and professional.
- **Experience:** Trust through social proof – testimonials, case studies, or stats that show how other businesses have benefited from the service. A clear and simple path to book their first consultation and start improving their business operations.

DRAFT

Headline: Say Goodbye to Admin Stress—Let Us Handle It While You Grow Your Business.

Body: At Zipd Admin Services, we provide fast, efficient solutions that keep your operations running smoothly. No more wasted hours, no more chasing support. Just reliable admin support, available when your business needs it most.

CTA: Ready to streamline your business? Book your free consultation today and get back to what you do best.

CLICK ON PIC BELOW TO VIEW VIDEO AD

