
TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Plumbing

Business Objective: Attract more customers

Funnel: Paid Google Search

WINNER'S WRITING PROCESS

Who am I talking to?

Homeowners experiencing water, heating, or sanitation issues.

Where are they now?

Searching on Google for a solution to their problem, ready to spend in a competitive market, looking for the right company by evaluating:

- Reviews and ratings
- Number of satisfied customers
- Number of dissatisfied customers
- Ease of contact

Current Levels:

- **Stress:** 7/10 (The problem needs immediate attention)
- **Nervousness:** 8/10 (What will this cost, and how long will help take?)

Current State:

- Panic!
 - Accidentally flushed down a toilet accessory and the toilet is spilling over uncontrollably- What should I do before you can come and fix it?
 - In need of immediate help otherwise the house could suffer irreparable damage
- Cold due to non-heating radiators.
- Distressed by foul odors from a clogged drain.
- Concerned about costs and planning for renovations.

Dream State:

- Quick availability and fair pricing.
- "Money well spent."

- Professional installation and excellent service.
- “Very professional and honest, which are two qualities that lead to repeat customers.”

What do I want them to do?

- Book an appointment for work.
- Request a consultation/quote.
- Become satisfied customers and spread the word about our exceptional service.
- Stop the scroll
- Soak in the information in the ad/video
- Click to website/link
- Book appointment

What do they need to see/feel/experience in order to take the desired action?

Find a trustworthy company with:

- Good reviews
- Competitive pricing
- Professional execution