

# Rumble Video:

<https://rumble.com/v55we4r-100-body-weight-squats-10-round-7.html>

## WELCOME

A quick note to any Captain, Expert Guide, or even Prof. Andrew if you're reading this.

The first thing you should know is, all of the required questions are answered throughout this first part, EVERY SINGLE ONE OF THEM, I made sure. It's just not in the exact order because some of the questions are answered within the market research/top player breakdown. Check the numbers below to see where everything is.

The second thing you should know is this is part of a series of website pages that I am submitting separately since it would be far far too much to do all as one. This means a lot of the information on these pages will repeat since it is all related and one thing basically. One giant piece of copy but layered and with slight differences depending on the part you're in.

1. Answer the four questions from the winner's writing process. ✓
2. List the reader's roadblocks and the solutions/mechanisms to solve them. ✓
3. Include your personal analysis of your copy's weaknesses and how you plan to improve them. ✓
4. Identify your copy's weaknesses and make an effort to fix them before submission. ✓
5. Explain how you attempted to fix your issues and ask for feedback on your efforts. ✓
6. Indicate if you test your copy and its performance results. ✓
7. Explain how your product's strengths and weaknesses play into the value equation. ✓
8. Explain where the reader is in terms of awareness, sophistication, their thought process, and where they are inside the funnel. ✓ (the first part of this is in the market research aka the 4 questions, the second part about the funnel is with the funnel explanation)
9. Show and explain the full funnel. ✓

## TOP PLAYER WEBSITE BREAKDOWN/MARKET RESEARCH

THIS OUTLINE IS USED FOR ALL OF THE WEBSITE PAGES, BECAUSE IT HAS THE MARKET RESEARCH + THE OBJECTION I WANT TO HIT ON EVERY PAGE WITH THE TOP PLAYER/MARKET RESEARCH OUTLINE.

**Top Player:** <https://jrcousa.com/>

**My objective:** I want to catch the high intent buyer. I want whoever lands on my clients website to know they're the BEST option.

**1. Who am I talking to?**

- a. Men (primarily)
- b. Age Range between 35 and 55 years.
- c. Occupations
  - Business Owners (who own commercial properties)
  - Property Managers (managing commercial buildings)
  - Facilities Managers (responsible for maintenance and upkeep of commercial properties)
  - Real Estate Developers (involved in commercial property development)
  - Construction Project Managers (overseeing large-scale commercial projects)
- d. Income Level typically above CAD 100,000 per year, often significantly higher depending on the size and success of their businesses.
  - Property Managers/Facilities Managers: Mid to high-income range, usually between CAD 70,000 to CAD 120,000+ per year.
  - Real Estate Developers and Construction Project Managers: High-income level, often above CAD 100,000 annually.
- e. Geographical Focus: **NOTE: This website I am breaking down is in a different location but everything else matches exactly to my client. These locations are for my client.**
  - Saskatchewan: Key cities include Saskatoon and Regina, where there is a concentration of commercial activity.
  - Alberta: Major urban centers such as Calgary and Edmonton are critical markets due to their large commercial real estate sectors.
  - Other Provinces: While the primary focus is on Saskatchewan and Alberta, expanding to other provinces means targeting commercial hubs like Vancouver in British Columbia, Toronto in Ontario, and Montreal in Quebec.

**2. Where are they now?**

- a. Scrolling on our website after coming to us via google search, or recommendation, or mailer in their mail, or email from email marketing or paid search.
- b. Dream state

i. One note right off the bat. These people almost value experience more than the outcome. Obviously they want what they paid for, however, getting a new or repaired roof seems to be a lot for them already (the stress of damage, the high cost, the people in your space working on your roof) they super value great communication and flexibility, people coming and taking care of that huge thorn for them and giving them the value of what they're paying for. The stakes are super high, if you make a mistake you're out, a few nails left in the space, not getting back to them ASAP about their problem or questions, and then there are the absolutely understandable things like a leak right away in the roof, and damage on the siding or wherever after moving equipment or material.

You cannot mess up or you lose that client forever.

"Excellent service throughout. Great response time, very reasonable quote (best of 3). Good communication . Aryan and his crew worked long days to get the entire roof done quickly. They left a clean worksite. I would highly recommend them"

- ii. Headacheless, clean neat property after the job, well built and installed roof that they don't need to waste a thought on for the next however many years. Confidence in the quality of their roof. (talking out the details with said roofer). Glad not to have overspent. 100% satisfied. Job done on time out of their hair.
- iii. Relief that they can deal with what they deem a priority with their time and not have to worry about a structural problem

c. Current state

- i. NOTE: There are two different mentalities we are dealing with. There are some owners/managers who want the problem to just be gone. They don't care how it's done. And then there are some who want to know every detail that's being done.
- ii. They don't want to deal with this problem but have to, it will affect their building and their bank (the money they spend on it).
- iii. Messy, needing to deal with insurance often.
- iv. Just a big mess a boss or building owner doesn't want to deal with.
- v. Giant headache they didn't plan on dealing with.
- vi. Frustrated that they have to deal with this distraction and insurance.

d. Level 4 market awareness.

- i. They're aware they have to keep their roof maintained or are in an emergency and need it replaced. They know roofing is the way to go. They have heard of commercial roofing.
- e. Stage 5 **Sophistication.**
  - i. The market is tired of all the claims, all commercial roofers seem the same.
- f. Usually a 8.5 (high) on the pain/need scale.
  - i. If they're looking for roofers they need it, usually they have an emergency, high damage, a deadline, something in need of immediate attention.
- g. Usually a 6 or 7 (mid to high) on do they think the idea will work.
  - i. Depends on if they have been burned before with a roofer, and this isn't just experience, it's with the materials or types as well, they may have had a bad experience with the roofer, but great with the material or type, or vice versa.
- h. Usually a 3 (low) on the do they trust me.
  - i. Though to find us they looked us up via our ad, or via word of mouth.
  - ii. If it's a referral it may be a level 6, but probably a 4 or 5 if they haven't had great experience.
  - iii. If it's via ad (radio ad, mailers, email marketing) it will be pretty low, a new roofer they know nothing about.

### 3. What do I want them to do?

- a. Stay on the home page.
  - i. First thing they see is a visual (image or video)
- b. Scroll through the page.
- c. Become interested with the services or testimonials, or programs.
- d. Click contact us.
  - i. Fill out information about their problem with their building.
  - ii. Submit.

### 4. What do I need them to experience/think/feel to do that?

- a. Stay on the home page.
  - i. First thing they see is a visual (image or video)
    - 1. I need this to catch their attention.
      - a. The main thing I am highlighting is how amazing my client is. I have to showcase their greatness with projects, visuals, make them seem friendly, make them seem credible, and the absolute best at what they do.

- b. I need them to agree with what they're seeing.  
Because a business man coming on or a business man's team coming to scout out potential roofers has their guard up, is skeptical. I need them to look at that video picture and think "yeah that's the results I want that's the stuff, that's what I need that's what I want"
  - c. Kind of a "you are the best you deserve the best", or "we value our client's which means we give them the best"
  - d. This isn't just a selling them results I want to sell them their own identity too, "you're the best you deserve the best don't settle for any less"
- b. Scroll through the page.
  - i. The next thing they see immediately is the logo with a "schedule a consultation" and phone number on the other side.
    - 1. If they were to hit the schedule button they would get a simple clean form to fill out with "fast no obligation project evaluation and estimates" in bold.
      - a. This puts the reader at rest mentally in two ways.
        - i. One, it lets them feel free, no strings attached, no getting tied down on something they aren't a hundred percent on board with yet.
        - ii. The second is it feels like an amazing deal, they get to be informed on what they're dealing with and steps and ideas of how to deal with it, FOR FREE, so they can make the ultimate decision, they feel completely in control which is absolutely relieving since this is probably a big deal financially and mentally for them.
    - 2. If they didn't hit the button and kept scrolling they would then see the services they offer in nice organized blocks with the logo of their company and a picture of the type of service.
      - a. This is just simply clean and organized, gives them direction if they want to read deeper, learn of all the options or let them get a little more informed about what they're dealing with.
      - b. Feels professional with the way it looks and the actual purpose it's there for. A cred booster.

- c. Then if they were to click on said button to said service the company would have more opportunity to sell to them.
  3. If they were to scroll down further they would see locations on a map specifying their locations and what each location is to again boost credibility.
- c. Become interested with the services or testimonials, or programs.
  - i. When they click the button for a service, (Let's say commercial roofing) The first thing they see is another showcase of completed projects. (a slideshow of pictures this time).
  - ii. This showcases their credibility and skills again.
  - iii. The next thing they see is a header. "Industrial and Commercial Roofing Contractors" a title to boost credibility.
  - iv. Then they see a video with text to the right. Which states...
    1. "If you think all roofing contractors are basically the same, you're wrong. When done poorly, commercial roofing projects can lead to exterior and interior damage that cost thousands of dollars to correct.  
When choosing a commercial roofer, experience matters; commitment to safety matters; commitment to customer satisfaction matters. Let JR & Co. prove to you not only why it matters, but how we can help. You can count on our team to get your roof installed properly."  
      - a. This is an absolutely genius move for them. They are on one hand lowering everyone else's credibility while also boating theirs.
      - b. They also crank the pain of the person reading, who has their money and time on the line, "man I really don't want to waste extra money or time when I need this done by X and only have Y to spend"
      - c. They showcase what they specifically take pride in as a company, "sure anyone could maybe give you a good roof, but do they guarantee a great experience like we do?", "do they make sure it's a walk in the park for you? Do they care about safety or following up with promises".
      - d. Another cred booster.
    2. The video is about two minutes of combined testimonials of the project managers and other members who worked on a historic roof site. They beautifully showcase their credibility, and management, and their likability.
      - a. Putting the reader at peace of mind, "if they can work on this historic site and restore it to perfect if not better

condition, they have the skills to take care of...Fill in the blank.”

- b. Again with another credit booster, and maybe slight future pacing here, letting the reader enter into a state of calm knowing their problem is solvable.
  - 3. Then the next thing they would see is a small section titled building types, listing out many types of roofs and buildings they can work on.
    - a. This message is a “We are tailored just for you”. Putting the reader in a state of surety with this roofer they’re considering.
  - 4. Below that is a list of happy customers with recognizable logos and names. Boosting their credibility with well known businesses.
  - 5. Then the final piece on the page besides the footer, is a “book a FREE consultation. Once more taking the pressure off of this potential client. Giving them a state of peace and control over this already stressful situation.
- d. Click contact us.
- i. Once they click the button which is placed throughout the website they are transported to the clean simple easy to navigate form to fill out, with the “fast no obligation project evaluation and estimates”.
    - 1. As I have stated before this puts the reader at ease and in the driver's seat. This works to the businesses advantage because what they need to do, besides put an amazing roof on, is make the best experience ever for their already stressed and tense client.

## READERS ROADBLOCKS, MY CLIENTS SOLUTIONS/MECHANISMS.

Roadblock: needing their roof fixed/replaced now

Solutions: Getting a roofer to take care of it

Mechanisms: Our Commercial Roofing Solutions tailored to them to save them money, time, and worry.

## PERSONAL ANALYSIS + PLANNED IMPROVEMENTS

This is like the final landing page for this first objection.

I think it serves its purpose, perfectly? Not quite, I need the message to be short and directly to the point, this is the last CTA and I am not about to give them too many words to get lost in and let their mind Aikido it away.

I have made the CTA stronger, but I don't know what else to adjust, so I need a new set of eyes and a fresh brain to think it over.

## COPIES WEAKNESS + MY FIXES

This page needs to be compelling without drowning that client in words.

The message needs to be short and sweet.

Before it was too short, I lengthened it, then it wasn't compelling enough so I added that.

I know there is so much room for improvement but I need a new direction.

## THE FULL FUNNEL + WHERE ARE THEY IN THE FUNNEL

Here is the full funnel. I'm new at creating full funnels so hopefully I will explain this right.

Our potential clients come from: paid search, mailers, cold emails, organic search, radio ads.

And they land on our home page or a location page or one of our service pages. And from there whatever page they land on there will be one or multiple CTA buttons plus buttons that link them to other pages.

The objective is to get them to get in contact with us for a consultation or estimation.

The clients who have landed on this page are ready to get in touch with us and ready to buy, from there all we need to do is nail it for them with the repair or replacement or snow removal, then

The final step and objection to this funnel is landing existing customers into our Axis Roof Maintenance program. We will select clients we think would work well with us and offer it to them personally. This is not a program everyone can get into.

We choose selectively to make sure the experience and communication is top notch.



# THE COPY:

## Get in Touch for your Commercial Roofing Services

Get ready to have the options and clarity you deserve.

No strings attached. No obligation evaluations. We understand your time is valuable

Ready to Transform Your Roof to what it should be?

At JR & Co., we believe that every roofing project should be a hassle-free experience. Whether you need a minor repair, a full roof replacement, or seasonal maintenance, our team of experts is here to help.

## Why Choose Us?

- Reliable: Our track record speaks for itself.
- Respectable: We give our clients the treatment and experience a valued client deserves
- Referable: Our clients love us, and so will you!

Let's Get Started!

Keep the water out of your building, the money back into your pocket, and get the peace of mind that you always wanted with your roof.

Fill out the form below, and we'll get back to you within 24 hours. Let's make your roofing project a success together!

[Contact Form]

Experience the difference with JR & Co. Roofing Contractors – Reliable, Respectable, Referable.