

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Roofing

Business Objective: Get attention

Funnel: Social media / paid ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

2. Homeowners who need new roofs/repairs.

3. Where are they now?

4. IG/FB

5. Current level

- Their prices are high but they are still always booked out.
- Lots of good reviews not just about their detail service but also customer service. They build relationships and people favor them.
- People 100% trust SDW with their luxury cars and supercars.
- Good location

6. Current State

- Dirty car
- Wants his car to receive the best care

- Wants proven professionals to perform a high quality detail
- Willing to invest in people he knows will deliver top results rather than search for cheap and get basic mediocre clean

7. Dream State

- Spotless shiny paint
- Clean rims
- Streak and smudge free window and windshield glass.
- Fresh dust and stain free interior
- Security that his car is in good hands and SDW meets/exceeds his expectations

8. What do I want them to do?

- Stop scrolling
- Read ads
- Click link/site View gallery of all cars and services, book and purchase detail appointment.

What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- See that this company is popular amongst people who own expensive cars and they do really good work. I want them to crave the image of them seeing their car from the outside after job is done and feel the love they felt when they first picked it up from the dealer. I want them to experience driving away in a spotless interior and plan a fun night going out for dinner or cruising around with pride.

9. Read advertisement / stop scrolling

- Picture of dream state
- Calm colors on picture
- Inform them on all services included in offer

10. Have potential clients click on ad / link

- Standard detail \$60

DRAFT

New customer offer —> \$60

STANDARD DETAIL



Bird dropping and Bug free
Crystal clear glass and Mirrors
Mirror finish Shiny paint
Spotless rims and Tire shine

\$60