

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Law Firm/Solicitors

Business Objective: Get more attention

Funnel: Meta Ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. People (potentially vulnerable mentally due to their situation) seeking all sorts of legal advice e.g real estate, immigration, divorce, business, entrepreneurs, etc.

2. Where are they now?

- a. Scrolling through social media with no purpose
- b. Current levels:
 - i. Pain/Desire: 6/10 - People usually actively look for solicitors because they require legal help
 - ii. Belief in the idea of Solicitors: 7/10 - Solicitors are the most popular option for legal services.
 - iii. Trust in (my client) Nash and Co Solicitors: 7/10 - Best SEO in the city, 4.9 stars with 500 reviews.
- c. Current state:

- i. “nervous and uncertain about all the legal procedures and paperwork involved”
 - ii. “After facing two rejections, I was feeling quite disheartened”
 - iii. “challenging situation”
 - iv. “Scared of hidden fees”
 - v. “a time when most vulnerable”
 - vi. “Late replies to emails, constantly overlooking important details in my case and following up late”
 - vii. “minimal responses, leaving me in the dark about the progress of my case”
- d. Dream state:
 - i. “incredibly efficient throughout the process”
 - ii. “Their response time was exceptionally quick”
 - iii. “Truly professional”
 - iv. “extremely skilled and knowledgeable”
 - v. “Friendly and responsive”
 - vi. “Clear communication”
 - vii. “Fair pricing”
 - viii. “made me feel at ease.”
 - ix. “helping me with everything every step of the way.”
 - x. “take excellent care of their clients' best interests.”
 - xi. “Immense patience”
 - xii. “My questions... were thoroughly answered”
 - xiii. “provided regular updates from start to finish”.
 - xiv. “Smooth and Stress-free process”
 - xv. “Responsible”
 - xvi. “Reliable and effective”

3.What do I want them to do?

- a. Stop Scrolling (problem)
- b. Read the Ad (Problem)
- c. Click on the link (problem)
- d. Book a meeting with solicitors about their problems (not a problem due to good website)

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

TOP PLAYER AD ANALYSIS 1:

Looking for trustworthy legal advice in the UK?

At Axis Solicitors, we're here for you.

We listen carefully, understand your unique situation, and craft affordable solutions tailored just for you.

Speak with our expert team today!

The advertisement features a background image of a wooden gavel resting on a stack of books, with a blurred office setting in the background. The Axis Solicitors logo is in the top right corner. The main text is in a bold, yellow font, and the subtext is in a smaller, white font. The overall color palette is blue and yellow.

axis
SOLICITORS

**Axis Solicitors Is a Top-rated
Law Firm Specialising in
Sponsor Licence Applications**

Fast and Accurate Sponsor Licence Applications for
UK Employers.

We can help you, contact us today!



(visit website button)

Image:

- Blue and Yellow colors (good color palette) make them look trustworthy.

- b. "Top-rated Law Firm" - Increases trust in the company.
- c. "Fast and Accurate (service)" - Dream state

Copy:

Looking for trustworthy legal advice in the UK? - Attention Grabber + Niching down (in the UK → solution that is close and fits current situation which increases certainty)

At Axis Solicitors, we're here for you.

We listen carefully, understand your unique situation, and craft affordable solutions tailored just for you. - Dream state x3.

Speak with our expert team today! - CTA

TOP PLAYER AD ANALYSIS 2:



👛 The Hadi Law Firm at work: transforming victims into victors! Here's a glance at our \$1,750,000 triumph - one of many! #YourHoustonLawyers

- Dream state in the copy with increasing trust at the end (“one of many”)
- Increasing trust in the company due to testimonials in the 3 ads.
- Bright red colors to get people to stop scrolling.

DRAFTS

Ad Copy Draft 1 (for general law and family law)

Image: A confident and approachable solicitor sitting with a client, attentively listening and taking notes, with a backdrop of legal books and certificates.

Headline: "Looking for Trustworthy Legal Advice in the UK?"

Description: "At Nash&Co Solicitors, we're here for you. We listen carefully, understand your unique situation, and craft affordable solutions tailored just for you. With over 1,000 5-star reviews, you can trust us to guide you through your legal journey."

Call to Action (CTA): "Speak with our expert team today!"
[Visit Website Button]

Ad Copy Draft 2 (for residential property law)

Image: A professional solicitor at a desk with a client, showing them clear, organized property documents with a smile, indicating confidence and clarity in the process.

Headline: "Buying a Home? Get Expert Legal Support You Can Trust."

Description: "At Nash&Co, we simplify the home-buying process. With transparent costs and clear communication, our expert team ensures you're always informed and supported. Join over 1,000 clients who've rated us 5 stars for our reliable and efficient service."

Call to Action (CTA): "Book your consultation today and take the first step toward your new home!"
[Visit Website Button]

Ad Copy Draft 3 (for employment law)

Image: A determined business owner shaking hands with a solicitor, symbolizing partnership and support, with a backdrop of legal files and tribunal documents.

Headline: "Facing Employment Law Challenges? We've Got You Covered."

Description: "Whether you're navigating complex employment laws or defending your business in a tribunal, Nash&Co Solicitors is here to help. With a client-first approach and over 1,000 5-star reviews, we provide fast, efficient, and reliable legal support you can count on."

**Call to Action (CTA): "Speak with our expert team today!"
[Visit Website Button]**

Ad Copy Draft 4 (for commercial property)

Image: A professional solicitor reviewing commercial property plans with a business client, both looking focused and engaged. The setting is a modern office with property blueprints, legal documents, and a laptop open to property listings.

Headline: "Navigating Commercial Property Transactions? We're Here to Help."

Description: "Whether you're developing, buying, selling, or leasing commercial property, the right legal guidance is crucial. At Axis Solicitors, we provide practical advice and solutions to ensure your transactions go smoothly. Trusted by over 1,000 clients with 5-star reviews, we're committed to making the process simple, transparent, and hassle-free."

**Call to Action (CTA): "Speak with our expert team today!"
[Visit Website Button]**