

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Local Computer Repair Shop

Business Objective: Get prospects to call shop

Funnel: FB ad → Landing Page → Call phone

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Local business owners with a computer
- b. San AntonioTX

2. Where are they now?

- a. Scrolling on Facebook
- b. Current pain state:
 - i. Computer is slow and is keeping them from completing tasks quickly and efficiently
 - ii. Computer is eating up a lot of their time
- c. Dream State
 - i. Computer is fast
 - 1. Tasks are done faster

- 2. Daily checklist is more complete
- 3. Time saved
- ii. Level of awareness
 - 1. Level 3 – Solution aware (slightly dormant pain)
 - 2. Sophistication level – 4
 - 3. Current levels
 - a. desire/pain - moderate to dormant
 - b. Trust in idea – moderate level
 - c. Trust in your company – low (strangers)

3. What do I want them to do?

- a. Stop scrolling and read ad
- b. Click the link with the intent to view the sales page with intent to better understand the problem of a slow computer for their business
- c. *FB ad → Advertorial (educate then sell at end)*
 - i. *Grab attention and spike major curiosity in headline*
 - ii. *Educated and amplify about the problem and fear/pain*
 - iii. *Demonstrate solution*
 - iv. *Sell service*

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?

- a. Stop scrolling and read ad
 - i. Visual of Frustrated business person with computer
 - ii. Call out the problem
 - iii. Amplify the Pain/fear
 - iv. Stack curiosity
- b. Click the link with the intent to view the sales page with intent to better understand the problem of a slow computer for their business
 - i. CTA to learn More

My problem and hypothesis

Hey Ognjen, I really appreciate your help.

As you can tell from the title, this has been a nightmare client trying to crack and get some results, but all I have to show after so much of my work is lackluster.

I'll keep this straight to the point:

My Client: Steve's Computer Repair

Location: San Antonio

Site: <https://localcomputer.expert>

Niche(s):

- Computer repair
- Computer upgrades
- Custom PC builds
- Data recovery

What I have done:

- Redesigned the website from the ground up
- Ranked him to top 5 for his computer repair keywords (but did not result in more sales)
- Ran multiple ads with lackluster results (less than 4% CTR per 400-500 impressions)
- Made a burner social media account (for testing and initial discovery project)
 - got a post to 200k+ views on tiktok
(https://www.tiktok.com/@stevecomputerrepair/video/7302642116386229506?is_from_webapp=1&sender_device=pc&web_id=7411015375670232594)
 - Got a reel on insta to 40k plays (<https://www.instagram.com/p/CzHf-ysht-w/>)

And still no testimonial. – The goal is to get him 20 extra clients a month. (currently gets around 26-24 monthly → want to get him double to 40-48)

MY hypothesis:

- Since he is practically the top player in San Antonio for computer repair, I think it is time to turn to the other services like Custom PC builds, Data recovery. (ranks LOW on these in SEO and not running any ads on custom PCs)

The Plan

- Create ad funnels: Ad → to advertorial → To landing page → call shop → \$\$\$
 - Custom PC building
 - Slow Computer upgrades
- Write tons of helpful articles (based on long tail keywords and “People also ask” section of Google) in order to rank for keywords related to Custom PC builds, Data recovery.
- Find software that is triggered to send a review email to a customer AFTER they have completed their service (Zapier integration with quickbooks)

I am at the crossroads of whether I can actually help this guy or not. Let me know if you see something SCREAMING at me that I am not seeing. Is this a strategic issue or a skill issue? Both?

I appreciate your help man.

- Bruce

