

MISSION: POSITIONING THE OFFER



Target market:

- Men, 25-45, USA,
- Commercial HVAC Technicians And Chiller Technicians (Niche inside commercial HVAC).

Facebook Ad:

- The market is at a level 2, they are aware that if they want to advance their careers, they need the solution.

Plan to move them through the stages:

- **Level 2 ad:**

Simple Copy To Grab Attention and build intrigue to get them to the website
“Get the Unfair Advantage Working On Chillers” Tested This (6.4% CTR). *Is this Good Enough, or should it be more sophisticated? I am new, and unsure. When we talked about funnels, you said the main goal is to Stop the scroll and drive the click. Also, to get a good CTR and CPC. Let me know if this is enough.*

- **Level 2 on the website:**

Level 2 Website Copy:

State The Problem using Target Lingo

“When we started working on chillers there *wasn't any support* for us.

Manufacturers would blow us off or show up to the job and *steal our customers* if we tried to call them for help. Our co workers would *bad mouth us* behind our backs, and our bosses would *stop giving us opportunities* that challenged us.

There was *no one in our corner*, and it took us years of making mistakes, call backs, and a ton of wasted time to become successful chiller mechanics.”

State The Solution Using Target Lingo:

“In order to be the *best chiller mechanics*, we need to be *honing our skills* every day, *keeping up* with industry changes, and have *sharp guys* to bounce an ideas off of when

we are stuck on a problem.”

- **Level 3 on the website landing page (same as level**

2):

Level 3 Copy:

call out what sucks about existing solution, and why our solution is the best on the market. (how far into detail should we go on this page?

Should it be All product specific details and information? Should everything about the offering be here, and the final sales page is the CTA, and bullet point details about the product? I am very new, and still trying to understand.)

Include customer testimonials, success stories in this initial landing page to prep for final sales page.(should this be on the final sales page with membership info, or initial landing page, or both?)

Training catalog – where should this be?

CTA to final sales page in various areas on initial landing page that moves them onto the final sales page “See Membership Info”

Should I include the training catalog on this page after the customer testimonials? Or put this on the website?

- **Level 4 on the website landing page: (looking to build commitment with a second page, bad idea, or should I keep it all on one page?)**

Include customer testimonials, success stories in final sales page final membership details with pricing options, and what’s included in bullet points.

Final CTA to get offer before the price increase.

Market Sophistication:

- Currently at Stage 4.

Currently most businesses in the space offer old school ways of doing getting the customer to their desired dream state. Ultimately they are extremely inefficient, and don't get the customer to their dream outcome in a very efficient way. Current process takes 5-7 years. New product will take 1 year in a brick by brick fashion. This will be the spin to get them to consider the unique method. (what are your thoughts on this?)