

Rumble 100 SQUATS:

<https://rumble.com/v5au9nu-100-squats.html>

WINNERS WRITING PROCESS

What specific business objective am I seeking to accomplish with this project?

To get the to book an appointment

Why is it important?

It will lead them to purchasing a mattress

1. Who am I talking to?

- Psycho Demographic - Physical/Health problems eg. hack pain and poor sleep,

[Market Research Template](#)

Verbatim from the web: Painful State

"This mattress is a nightmare! I wake up every morning with a sore back and shoulders. It's supposed to be a plush top, but it feels like I'm sleeping on a rock."

"Ugh, another night of tossing and turning. This thing sags so much in the middle, I feel like I'm constantly rolling into a hole. Can't wait to replace this sleep stealer!"

"Is it even possible to get a decent night's sleep on this thing? Every spring I move, I swear I hear a chorus of groans. Forget about comfort, this mattress is practically a torture device."

"I'm so tired (pun intended) of waking up with a crick in my neck. This memory foam mattress is supposed to conform to my body, but it feels like it's molding me into some weird pretzel shape instead."

"Another night of staring at the ceiling because my back aches too much to get comfortable. This mattress is supposed to have lumbar support, but my lower back feels like it's been through the wringer. False advertising much?"

Dream state

"This mattress is a dream! I sink into plush comfort every night and wake up feeling refreshed and pain-free. It's like sleeping on a cloud."

"Finally, a mattress that doesn't fight back! No more sagging in the middle, just pure, supportive sleep all night long. Sweet dreams guaranteed!"

"This mattress is like magic. I don't toss and turn anymore, and those creaky springs are a thing of the past. Silence and comfort, what a perfect combination for a perfect night's sleep."

"Waking up with a sore neck is a distant memory. This memory foam mattress cradles my head and neck perfectly, feels like it knows exactly where I need support."

"Lumbar support? This mattress delivers! My back feels amazing every morning, no more aches or stiffness. This is what I call sleeping on top of the world!"

"No more fighting with my mattress! It cradles me in perfect support, ensuring uninterrupted sleep and sweet dreams."

2. Where are they now?

Current State:

- Tossing and turning, back pain, sleeping issues

How does it make them feel? Frustrated, Discouraged, Achy, Restless

Why? Tossing and turning indicates difficulty falling asleep or staying asleep, leading to frustration and fatigue. Back pain can make it uncomfortable to lie down, further disrupting sleep and causing daytime aches. These sleep issues can make them feel discouraged and restless.

Dream State:

- They found the most comfortable mattress ever, it feels like nothing they've ever tried before.

How does it make them feel? Hopeful, Relaxed, Supported, Luxurious

Why? Finding the most comfortable mattress ever creates a sense of hope for finally getting a good night's sleep. Relief from back pain brings relaxation and a feeling of being supported. The idea of a mattress unlike anything they've tried before suggests a luxurious and indulgent experience.

- Level 4 Product Aware (Further on in the funnel we will present a new approach making it a lot easier to find the best mattress)
- Stage 5 - Market is tired of everything.. (Further on in the funnel we will present a new approach making it a lot easier to find the best mattress)
- Trust is Low (at a 3)
- They don't know if the company's mattress is right for them. (certainty threshold is at a 3)
- They are sure the solution works for them (current feeling of pain/desire at a 6)

3. Where do I want them to go?

Their current feeling of pain/desire is up (at 7)

Their certainty threshold was already high due to them wanting the product but as they've now seen our solution.

Their belief in us selling to them is now at 5 as they've briefly seen some social proof and leadership indicators.

Roadblocks:

- Lack of knowledge about their specific sleep needs and ideal mattress features (e.g., firmness, support type).
- Loads of different mattress out in the market

Solution:

- To teach them about the mattress they specifically need

Product:

- The "perfect" mattress

4. What do they need to experience/think//feel to do that?

- State authority by saying they are the n1 in the business
- See people enjoying the mattress they want to buy
Boost trust in mechanism/business by stating that more than 1 m scots love their stuff
- Offers 100% money back guarantee in a unique way ("Sleep on it for 100 nights, zero commitment), gives them an image of them already sleeping on them without worrying about having to spend a considerable amount of money on something that might be uncomfortable.
- Paint the picture in their mind. Imagine laying on a fluffy cloud, feeling your body sinking in....."
- Comment of how luxurious it feels to sleep on one of those (inner dialogue: "uuh I want to feel that"
- Has known media outlets that have talked about them as more social proof

No mattress or bad mattress-> poor sleep -> low energy -> poor thinking -> sloppy work -> no results -> no money-> can't pay the bills -> eviction -> homelessness.

That's very simply put, and a bit exaggerated.

different people buy mattresses every day, and if you're good enough you can market them effectively I'm sure. But it doesn't have to be a "life" or "death" niche for it to be lucrative.

Facebook

- Stop The Scroll (THE READERS IS CURRENTLY HERE)
 - Attention grabbing image
- Keep their attention
 - Talk about their desires
- Hook them and take action on the CTA
 - The CTA alone should hook them
- Click Link to Landing Page
- All of there thresholds will spike
 - Feeling Of Pain/Desire 📈
 - Current Belief The Idea Will Work 📈
 - Trust In The Company/Person Selling 📈
- It's a no brainer (schedule appointment)
 - Calendly Schedule for appointment
 - What to expect during the appointment
 - No obligation to buy
 - Appointment length
 - FAQ
 - Steps of choosing/ordering

What is my strategy

The Funnel Process

Scrolling on Facebook

1. Passively scrolling
2. Our ad appears
 - a. They see a new and unique strategy (build curiosity/less effort)
3. Link to booking landing page
 - a. Desire built up for the customer in Landing Page
 - b. Book appointment

- How will I get their attention?
 - Passive(Facebook):

- **Start simple, start easy.**
- **Use Threats, Mating, And Resources** - Threats- Back pain etc, Mating - them and partner have a good night sleep, Resources - Health Investment
- **Connect with their desire/problems** - The feeling of sleeping like a baby etc
- **Elevate this and send to next part of the funnel** - leave them with a lot of curiosity
- **Style** - Objective beauty on the mattress. Conflict and Drama with Back Pain etc and Bold so the van will be BOLD

- How will I increase specific levels?

- Feeling Of Pain/Desire:

- With our solution the readers **effort and time** is reduced by 10x
- The concept of their '**sacrifice**' of having to come to the shop is eliminated with our solution.
- Our Service Callout is FREE massively reducing the **cost** of having to take expense travelling to the mattress shop

- Current Belief The Idea Will Work:

- **Social Proof** - google,facebook testimonials
- **Demonstration of results** - How we've helped customers before - and then where they are now
- **How closely the product/service fits my personal situation** - certain mattress for back pain and different problems etc.
- **Show them how i will fix their specific problems and needs** - sleep deprivation, sleep problems, insomnia etc
- They essentially have "nothing to lose" so that will trigger **willingness and belief**

- Trust In The Company/Person Selling:

- **Social Proof** - google,facebook testimonials, houses with our furniture (elaine)

- **Primal Leadership Indicators** (Show you know what you're talking about)
- **Our products are approved by** (different mattress authorities)
- **Quality Visual Content**
 - **Professional Imagery:** Use high-quality photos and videos to showcase your mattresses, emphasising their features and benefits. Avoid overly staged or unrealistic images.
 - **Behind-the-Scenes:** Show behind-the-scenes content of how your mattresses are made, Delivery, and the appointments.
- **Community Involvement and Support**
 - **Local Engagement:** Highlight your involvement in local communities, whether through sponsorships, charitable contributions, or participation in local events. (ELAINE)
 - **Customer Support:** Emphasise your commitment to excellent customer service, showcasing testimonials about your helpful and responsive support team.

- **How will I bring down perceived costs and thresholds?**

- Free Consultation
- If not satisfied with their mattress within 14 days they can return it
- Health related/investment for health
- Free Delivery
- Free Consultation
- Relaxed atmosphere
- "Try out all the mattress if you want"

General Notes

- They need professional advice and a solution to their specific needs in a mattress
- Excellent customer service = (they need to be treated like kings/queens)

COPY SELF ANALYSIS

Ad 1)

Ad 2)

Ad 3)

ADS (Copy)

Disturb - WARNING: Don't Buy a Mattress Until You've Seen This

Intrigue -

What's the secret to getting the perfect mattress?

It's not a fancy showroom.

No It's not the brand.

And definitely not about the price


Instead of endlessly comparing and questioning every mattress you see

Click -

We've reduced your effort by 75%.

With our appointments, You have the perfect mattress, handpicked for you,

And best of all, It takes less than 30 minutes 🤖

Click below to discover how your PERFECT MATTRESS is LESS THAN 5 CLICKS  AWAY.

PAS

Pain -

Should you trust mattress companies? Are they lying to you?"

Amplify -

Clicking through site after site, still can't find the right mattress.

Yeah but, 🤔 :

- Every mattress has mixed reviews
- About a million different mattress brands online
- Review sites aren't specific about firmness levels

You may have visited a few bed shops but still.....

THERE'S NEVER ANY MATTRESS RIGHT FOR YOU 🤞

Solution -

In reality you're only a few clicks away from your dream mattress

Whether you have back pain or need extra support, our appointments ensure you're shown the mattress exactly for you.

Appointments with our mattress experts are no more than 30 MINUTES.+ They're FREE!!

"Click Below to End the Mattress Search, See Your Perfect Fit Today!

"My partner has different mattress preferences; we will never both enjoy a good night's sleep together."

FALSE.

The latest Medium-Firm mattresses are designed to bridge the comfort gap, offering the perfect balance of support and pressure relief.

Disclaimer: Always try the mattress before purchasing (and don't just sit on it—have a good lie down).

But aren't there hundreds of different Medium-Firm mattresses?

With our appointments, you'll have the perfect mattress handpicked for you—in less than 30 minutes 🤖.

We've cut your effort by 75%, making it easier than ever.

Click the link below to find a harmonious sleep experience that comforts both of you and
END the mattress tug-of-war!

Video Ad Scripts

Script 1 (Ad 1):

[Scene 1: BUSINESS OWNER IN SHOP]

Business Owner: "Glasgow are you tired of waking up on a mattress that sinks and dips?"

[Scene 2: CUT TO BUSINESS OWNER SMILING AND STANDING BESIDE A BRAND NEW MATTRESS.]

Business Owner: "We've made getting a Mattress 10 times easier!"

[Scene 3: SHOW A QUICK MONTAGE OF SHOP]

[Scene 4]

Business Owner:: "Our appointments mean you're not wasting any time. We'll show you the exact mattress you personally need for the best night's sleep!"

On Screen Text:" Appointments are Free and take less than 30 minutes"

"Check caption below"

Script 2 (Ad 2):

[Scene 1: SUDDEN CAMERA SHAKE, FOLLOWED BY THE BUSINESS OWNER DIRECTLY ADDRESSING THE CAMERA.]

Business Owner (Serious Tone): "The truth about your mattress? It might be the reason you're not sleeping well!"

[Scene 2: CUT TO THE BUSINESS OWNER IN THE STORE, SITTING ON A MATTRESS, SPEAKING DIRECTLY TO THE CAMERA.]

Business Owner Genuine Voice): Wake up pain-free. Our quick in-store appointments find your perfect mattress, saving you the time and hassle, finding it yourself."

[Scene 3: SIMPLE TEXT OVERLAY WITH "CHECK CAPTION" AND CONTACT INFO.]

Business Owner: "We've got your dream mattress BOOK YOUR FREE APPOINTMENT DOWN BELOW, DON'T MISS OUT

Script 3 (Ad 3):

[Scene 1: BUSINESS OWNER WAKES UP FROM BED IN STORE,]

Narrator (Urgent Tone):

"Sharing a bed but never the same comfort? It might not be your partner—it could be your mattress."

[Scene 2: CUT TO THE BUSINESS OWNER STANDING IN THE STORE, NEXT TO A DISPLAY OF MEDIUM-FIRM MATTRESSES]

Business Owner (Calm Voice):

"Come in together for a quick, personalised appointment. We'll match you with a mattress that balances your needs, so you can finally enjoy a good night's sleep—TOGETHER."

[Scene 3: SIMPLE TEXT OVERLAY WITH "CHECK CAPTION" AND CONTACT INFO.]

"If a good night's sleep matters to you, we'll find the mattress that's right for you (points at camera)."

VALUE EQUATION

$$\text{Value} = \frac{\text{Dream outcome} \times \text{Perceived Likelihood of Success}}{\text{Effort And Sacrifice} \times \text{Time Delay}}$$

Dream outcome

- Perfect mattress for the best night's sleep

Perceived likelihood of success

- High: Talk directly with a mattress expert who sold thousands of mattress

Effort and sacrifice

- High (In the avatars standards): They book an appointment and come in store for consultation

Time delay

- They skip the whole process of trying to find the right mattress for them as they are shown what they need instantly.

PAID ADS STRATEGY

1. Testing Strategy - The Plan is to test which ads are doing well on a low budget. Once they've been running for 3-4 days I will analyse which type of ad is doing well and resonates with people (via clicks) and create more ads around the subject areas and topics people like.
2. Where the post is currently - I'm at the stage of scripting videos to film as part of the ads, as well as finalising the copy for the ads.