

Advertisement for my client who owns a roofing and exterior design company, most likely to post on Instagram

Who am I talking to?

Men or Women - Homeowners, both men and women

Age range - 30-50

Occupation - Nothing too special, middle class

Income level - 40k-100k

Geographical location - DFW area/North Texas

Where are they at now? -

They are afraid of being taken advantage of again after paying roofing companies that do a poor job and do not communicate with them. They are angry at workers at those companies that add additional costs during an install and being complacent about actually installing their roof. Top daily frustrations are workers showing up unannounced; they are embarrassed about being overcharged and not getting any results.

Desirable Dream State -

Work with a reasonable, polite company that asks them what they want before doing something, repairs/installs the project rapidly and precisely, and always contacting the home owner before arriving at the home.

What do we want them to do?

We want them to see our advertisement and realize they are being taken advantage of and that my clients roofing company will be far more suited to their needs, and then click on a link that expands to our website where we use a "Opt-in funnel" to get his email and provide them with a free quote.

Roadblock - They are frustrated with dealing with difficult companies and are unable to find a suitable replacement.

Solution - Introduce them to Legacy Crown Exteriors and show how it will drastically improve and speed up the process

Ad - PAS

Pain

Amplify

Solution

Left ashamed of your home because of incompetent roofers?

Because of companies that do the bare minimum to get paid? By cheaping out on materials, and not properly installing them into your home, or just overall lazy and rash workers?

Legacy Crown Exteriors prides itself in customer service and quality work, all while getting out of your hair as quickly as possible

Get a free quote today !

[ [Link to Website](#) ]