

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Wilson & Sons

Business Type: House and Property Clearance,
(No Garden Clearances and Not a Removals
company)

Business Objective: 10 Booked House
Clearances By The End of April.

Funnel:

Top-Player(s) Being Analyzed:

CIA Insider: Ross Johnson

WINNER'S WRITING PROCESS

1. Who am I talking to?

People at their emotional limit.

- A woman in her 40s sorting her mum's house after she passed.
- A son flying back to Glasgow to deal with his dad's flat — alone.
- A hoarder who finally admitted, "I need help." They're tired. They're overwhelmed. Some are embarrassed. Some are grieving. Some just want it *done*.

2. Where are they now?

Sitting at a kitchen table or on their phone, probably Googling "house clearance Glasgow."

They're feeling guilt. Stress. Maybe even shame. They don't know what to expect. They're scared they'll be judged.

They want someone *discreet, respectful, fast*, and who can "just sort it" without drama.

3. What do I want them to do?

I want them to:

- Pick up the phone or send a message through the site
- Book a free quote or consultation
- Feel like they've finally taken the first step to *get their life back*

4. What do they need to see/feel/experience to take action?

- They need to feel **safe**: "No judgment. No pressure."
- They need to feel **relief**: "We'll take care of everything."
- They need to feel **certainty**: "We're local, trusted, and do this every day."

- They need to feel **urgency**: “This doesn’t have to take weeks. We can clear within 24–48 hours if needed.”
- They need **proof**: Before/after, testimonials, or a story from someone like them.
- They need clarity on **what we do/don’t do**: Not a moving company. No garden clearance. Just house & property clearouts.

DRAFT

Funeral homes

Estate agents

Solicitors handling wills

Social workers

Local councils or housing associations

Care homes

3 Sectors

Targets in Glasgow area



Funeral Homes

Co-op Funeralcare, Anderson Maguire, J & D Lawson



Estate Solicitors

Harper Macleod, Caesar & Howie, TC Young



Care Homes

Abbotsford House, Mearns House, Cardonald Care Home

Google their addresses, pick the closest 3–4 to start with.