

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Strategic Planning

Business Type:

Home Heating Company

Business Objective:

To get as many roof insulation jobs done around the Uk.
And boilers where applicable.

Funnel:

Facebook Leads Ad to Call/Email close

WINNER'S WRITING PROCESS

1. Who am I talking to?

Home owners, On benefits with a home EPC rating of D and below

2. Where are they now?

They are scrolling on facebook. Maybe at home or maybe commuting.

They are currently experiencing cold UK weather.

3. What do I want them to do?

I want them to sign up for funding. Only if they qualify.

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?

Either remind them of the last time they felt cold. And use that negative emotion.

Then remind them of being at home and feeling nice and warm.

But with winter around the corner. Point out their heating will be more and more expensive.

Solution, the great British home heating scheme

ROMS, only 3 billion has been allocated to the funding.

Ad copy 1:

Big splash of water falling on a woman to grab attention.

Then a woman shivering.

Sick of the British weather?

Keep your home warm and cosy for less. With Britain's new home heating scheme.

Home owners that receive benefits

Can now receive full funding for home heating improvements.

sign up below if you want to get your free home heating improved before the winter.

Sneak peak on this new portable monitor that arrived at my house today. Honestly Im impressed with the quality of this monitor's slim design and high quality resolution. For this price it feels like steel.

Have you ever seen a monitor that your can connect to your phone? This is my first time, improve your watching experience with a bigger screen. The monitor even has its own built-in speakers.

My favorite feature with this monitor is when I connect it to my laptop, My work productivity has increased drastically with this feature. By sliding my mouse from one screen to another its like i have a second laptop. My setup finally feels complete.

And for the price its definitely worth the purchase, With a big sale coming soon I would definitely recommend this monitor, i have linked it below for you to check out.