

Version one

Are you losing money through your roof?

Ontario's harsh elements such as strong winds, heavy snow, and intense sun, can take a toll on your roof. Over time, these conditions degrade your roof's integrity, leading to leaks, costly repairs, and skyrocketing energy bills.

A worn roof not only compromises your home's protection but could also be draining your wallet.

Don't wait for the damage to escalate. Contact Chambers Contracting & Roofing for a full roof replacement starting as low as \$4,999.

Ensure your home is protected and energy efficient with the region's premier roofing contractor.

Secure your home and save on energy bills—call now for your free estimate and take advantage of our competitive pricing!

Click the button to learn more

****Will be testing different button options****

Version 2

Is Your Roof Costing You Money?

Ontario's harsh elements—strong winds, heavy snow, and intense sun—can wreak havoc on your roof. Over time, this wear and tear can lead to leaks, expensive repairs, and skyrocketing energy bills.

Don't let a worn roof compromise your home's safety and drain your wallet!

Act now before the damage worsens! At Chambers Contracting & Roofing, we offer full roof replacements starting at just \$4,999.

Protect your home and boost its energy efficiency with the region's trusted roofing experts.

Secure your peace of mind and save on energy costs! Call now for your free estimate and take advantage of our unbeatable pricing. Your roof deserves the best!

Version 3

Problem aware

Is your roof starting to show its age? Leaks, drafts, and worn-out shingles can turn your home into a headache.

Ignoring these issues only leads to more damage and costly repairs. Plus, with winter around the corner, the risk of further damage only increases, leaving your home vulnerable to the elements.

Don't wait until it's too late! Take advantage of our **End of Summer Sale** with **full roof replacements starting as low as \$4,999**.

With 25 years of experience and a reputation for top-quality craftsmanship, we'll have your home protected with a brand-new roof that lasts.

Call now for a free estimate and enjoy peace of mind knowing your home is in expert hands!

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women?
 - Both
 - homeowners
- Approximate Age range?
 - 25-65
- Occupation?
 - Basic 9-5 job
- Income level?
 - 100k/year
- Geographic location?

- Peterborough and 70km surround area radius

Painful Current State

- What are they afraid of?
 - Their roof leaking
 - They may not know but their old roof is losing them money due to bad insulated (possible play to make)
- What are they angry about? Who are they angry at?
 - Dealing with unprofessional contractors
 - Having to pay to get the job done twice when they trusted the first company
- What are their top daily frustrations?
 - The cost of living has gone way up and they are worried about the fact they need to replace their roof
 -
- What are they embarrassed about?
 - having the least attractive home on the block
- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?
 - They are just ignoring the fact they need a roof replacement because they have the idea its too expensive
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 - They may say they need a new roof but they don't have the money to spend right now
- What is keeping them from solving their problems now?
 - The cost of a roof replacement

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
 - A lower cost of a roof and having it done right the first time by a trustworthy contractor who is upfront and transparent with them

- Who do they want to impress?
 - The other neighbors on the street

- How would they feel about themselves if they were living in their dream state? -
What do they secretly desire most?
 - They would not be worried about their roof leaking
 - Being the best looking home on the block

- If they were to describe their dreams and desires to a friend over dinner, what would they say?
 - They needed a roof replacement because their roof is old and may be leaking and they had a roofing contractor come in and be open about how much going to cost and how amazing and seamless the service was

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
 - They may believe they can't afford a new roof
 - Things are too expensive in their life right now
- Who do they blame for their current problems and frustrations?
 - The government for raising prices
 - The last roofing company they trusted or had friends with had bad experiences with big companies having crazy prices to do a bad roofing job
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - They picked a company they thought were good but turned out bad workmanship
- How do they evaluate and decide if a solution is going to work or not?
 - They need to trust the company
- What figures or brands in the industry do they respect and why?
 - A ton are available
- What character traits do they value in themselves and others?
- What character traits do they despise in themselves and others?
- What trends in the market are they aware of? What do they think about these trends?
- What "tribes" are they a part of? How do they signal and gain status in those tribes?
 - Homeowners tribe

Places To Look For Answers:

1. Your client's existing customers and testimonials
2. Your client's competitors customers and testimonials
3. Talking with anyone you personally know who matches the target
4. market
5. People oversharing their thoughts and feelings online
 - a. Youtube
 - i. ("My journey" type videos)
 - ii. Comments
 - b. IG
 - c. Facebook
 - d. Twitter
 - e. Reddit
 - f. Other Forums
 - g. Amazon.com Reviews

h. Yelp and Google Business/Maps Reviews

Basic Avatar

[PASTE IMAGE HERE]

Name: Sarah and John

Day in the life:

- Throughout the day, Sarah and John's thoughts are punctuated by concerns about their roof and home maintenance. They desire peace of mind, a safe and attractive home, and a reliable contractor they can trust to do the job right without hidden costs. However, their financial worries and past experiences with unprofessional contractors keep them in a state of hesitation.

Top player analysis and winner's writing process

Business type: Roofing company

Business objective: Book leads/replacements

Funnel: Meta ads- website/ call for an estimate

Winners writing process

1. Who am I talking to?
 - a. Homeowners in Peterborough and surrounding areas
2. Where are they now?
 - a. Meta scrolling

Current state:

 - a. They know they are close or need to replace their roof
 - b. They are having leaks from their roof

Dream state:

- a. Have their roof replaced for a good price by trustworthy contractors

Awareness level:

- a. Level 3 solution aware
- b. Could be a level problem aware they may know they are going to need a new roof or we can call out replacing their old roof can save them money (which is good to save money in this economy)

Market sophistication:

Stage 4 to 5

Current levels:

desire/pain moderate

Certainty: moderate they know about roofing but they may not know a new roof can save them money and increase the value of their home

Trust: 0 They don't know us not a lot of social proof at all

3. What do I want them to do?
 - a. Stop scrolling
 - b. Take in our ad/ copy/creative

- c. Decide this offer is worth checking out
 - d. Click the call now/ learn more to visit our landing page
 - e. Take in the landing page copy
 - f. Decide to fill out a contact form or call now to get an estimate
4. What do they need to see/feel/experience in order for them to take action for what I want them to do, based on where they are starting
- a. Stop scrolling
 - 1. Image with a brand new roof with price as low as \$4599
 - 2. Bright colour writing
 - 3. Big writing to catch attention
 - 4. Brand new roof with sunny background
 - b. Take in our ad/ copy/creative
 - 1. See the price point and roof image and think “ive been needing a new roof” and see the price and decide this is a good price
 - c. Decide this offer is worth checking out
 - d. Click the learn more or message button
 - e. Click the call now/ learn more to visit our landing page
 - f. Take in the landing page copy
 - 1. Learn how their old roof could be losing them money on energy bills to increase the pain/ desire on how they could be saving money for only \$4900
 - g. Decide to fill out a contact form or call now to get an estimate