

# Research Phase

---

## Notes

---

- My first retainer will be 4 Emails a month with 42 IG, FB, and LinkedIn Captions. I will pitch twitter at a later date.
- Look at Nationwide's IG. All their competitors are on their website so literally just post better copy versions of it.

**Website:** <https://www.goosehead.com/>

- The best way to get good salespeople who want to work for Goosehead is to get them a reputable brand name and a lot of clients because then word will get out that they are the shit.
- Questions to ask Goosehead:
  1. Do you follow up with clients via email. Do you have an email list.
  2. Do you offer free calls?

## Under the Hood Questions

---

- **Avatar (Who you are writing to in the FV?)**

A: Sarah is a meticulous and frugal accountant with a family of 4, including her husband, who lives in Orlando Florida. Home insurance is a must in Florida due to damage from floods, hurricanes, fire, theft, vandalism, personal liability coverage, and mortgages.

Sarah values financial security and wants to protect her home and family from unforeseen events. She has a keen eye for detail and always does thorough research before making any decisions as to why she needs to see copy that convinces her Goosehead is the best choice for making insurance decisions. She is known as "The Money Meter" in her family for controlling all the finances and being on top of where each cent goes.

Sarah also values financial stability, preparedness, and finding the best value for her money. She prioritizes protecting her home and assets while being mindful of her budget. She seeks a reliable insurance provider that offers competitive rates without compromising on coverage.

With this avatar in mind, Sarah can approach insurance providers and compare different home insurance plans, carefully reviewing the terms, coverage options, deductibles, and premiums to find the right fit for her cautious and frugal nature.

- **What is the current situation of my audience, and why is it so painful?**

A: Sarah sees all of these insurance providers but doesn't know which ones to trust because they all look the same and will probably treat her more like a customer and less like a person. Relatability and genuine care for her and her family are a must-have with her provider.

- **What is the dream state of my audience, and why is it so desirable?**

A: Sarah wants to be able to have coverage for her home and other needs without stressing over paying too much for a plan that offers too little. All she wants to do is make a quick phone call and have someone explain how much she's spending so that way she knows where her money is going and can quickly jot it down and move on with her day.

- **What is the underlying problem my audience has that's stopping them from reaching their dream state?**

A: No piece of copy has made her want to take action yet. She doesn't want to waste her time talking with an insurance provider that will try to scam her.

- **How does my product solve their problem?**

A: Goosehead is a reliable insurance provider that will find the right plan for their clients in less than 29 minutes. They will also follow up to keep in touch and build a relationship with their clients.

## **50 Fascinations**

---

A:

# Writing Copy Steps

---

- Know what the goal and purpose of your writing is.
- Write first draft first then take a break then come back. Just let thoughts pour out here don't think just write. Idea dump.
- After the break, come back and turn your brain on to write quality copy and avoid writer's block. Use the bootcamp lessons to see where you can add techniques to amplify it.
- Read the copy out loud and fix it. Then use AI to check for grammar mistakes and look for flaws in the writing.
- Afterward, send the copy to be reviewed by others.

## Copy

---

 (1-21) Goosehead Insurance Social Posts

## Extra Notes (Don't Mind This)

---

Goal: Write 4 Emails and 42 IG Captions with Custom Images (Just a Hook with an arrow as a Gooshead color theme).

Goal: The goal is to come across as useful and valuable to the audience. People don't know what insurance is or how it helps them so why not tease valuable tips and tricks along with a CTA to schedule a meeting with an agent?

Look at the what Progressive posts for its Twitter account. Giving away facts show how useful and good you are for people.

Later I'll post similar stuff the bigger brands do, like happy dog day or memorial day.

Top Competitors are Progressive, Liberty Mutual, Farmer's Insurance.

## Social Format

---

The picture is an SL

Copy D-I-C Frame for cold traffic and unfamiliar audience

CTA