

Who am i talking to?

Homeowners or tenants, property managers, real estate agents, and small business owners

Property managers or landlords

majority men,significant number of women.

Age: 30 to 60

- Income level?

middle-income earners to high-income earners who own or manage properties

- Geographical location?

central Auckland, North Shore, and West Auckland.Suburbs with older properties may also require more renovation and maintenance work.

Where are they now?

Desires: They want a well-designed and functional living or working space.

Pains and Frustrations: Frustrated with the current state of their property, previous contractors, overwhelmed by complexity, concerned about cost.

Feelings and Emotions: Excited about potential, anxious about decision-making, satisfied with successful outcomes.

Beliefs: Investing in property improves quality of life, hiring professionals is crucial, planning and communication are essential.

Road blocks: Finding trustworthy contractors, navigating the construction process, balancing desired outcomes with budget, effectively communicating design preferences.

Solution: read the copy, call us for advice then we gonna take a look at the place and provide the offer like repair or renew.

Objectives:

I want my client to get more clients to call him.

Steps:

First to get their attention, amplify their emotions, solution or offer and CTA.

Note: this is a summary of market research i have.

My personal analyse:

Weaknesses: Testimonials, before and after of the work, the owner's presence.

This is my latest copy and I have implemented the other lessons into the other copies.

i have been doing copies for my uncle's business, he has a small construction company that includes gib fixing, plastering, painting, he does the gib fixing himself and he offers the other two to his friends or partners and he hasn't got any work for himself, all the calls he gets is about other services.

So now his target audience is not much.

Now i am learning how to write copies, i learned from my mistakes.

I have watched the mini course of run ads and make money and got the tips.

I need your guidance.

Thanks

Note: this is facebook copy

What to do if you wanna repair your uneven plasterboards?

Plasterboard boards can be unappealing due to holes and bumps, making you feel embarrassed when you get up.

Possible causes include improper installation, impact or water damage.

Solution: Our 13-year-experienced gib fixers offer proper installation and crack filling repair to relieve your pain.

Call us today or keep staring at your uneven surfaces.





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