

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Mobile vehicle Detailing

Business Objective:

Funnel: Search/lead funnel

WINNER'S WRITING PROCESS

1. Who am I talking to? Local car owners(25-55 either parents or family worried of UV protection or young adults looking for stylish looks) who want to improve the look, comfort , and protection of their car interior.
2. Where are they now? What do I want them to do?
 - current levels
 - pain/desire=6/10 (feel the inconvenience of glare, heat, or privacy concerns)
 - Belief in idea =8/10 (hesitant in choosing which service to choose)

- **Trust in the service/product= 5/10 (have limited Exposure to business and need more credibility to proceed onward with sale)**
- **Current state**

Customers are feeling the discomfort of heat and glare in their vehicles, looking for practical and attractive solutions that fit their budget with lasting quality.

Dream state

- **customer envisions a slick professional look that Protects them from UV rays,enhances comfort and style, provides privacy, adds a high-end look to their vehicle**
- **After purchase (confident and pleased with appearance of car)**
- **Reassured about quality and durability of the tint**

3. **What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?**
 - a. **before and after images showing visual improvements**
 - b. **they need to feel assurance in the tint's quality and longevity (Guarantee or warranty of product)**
4. **Create a rough draft from the examples that the top players have already used for their business.**

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Style, Comfort, and UV Protection Guaranteed!

Get the sleek look and protection you deserve with our professional automotive tinting.

Enjoy:

- Cooler drives: Sleek tints that complement your car's look and keeps your interior cooler during the hot summers
- Added privacy: Layer of privacy for you and your passengers.
- Protection: Blocks harmful UV rays, preserving your interior
- Peace of mind backed by our industry-leading warranty."

Tired of driving in the heat? Struggling with the harsh glare or worrying about UV rays fading your car's interior?

With our top-quality window tinting services, you'll not only upgrade your car's appearance but also enhance its comfort and safety. Our tints *Block Over 99% of UV Rays, Reduce Glare, and keep your Car Cooler* no matter the weather.

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Satisfaction guarantee

Schedule Your Free Consultation Today – See How Our Tinting Can Transform Your Ride!"