

FB POST HEADLIGHT SERVICES | PAS FRAMEWORK

WHO?

-Responsible Drivers

Where are they right now?

-Know they need to do something to ensure their safety on the road

Where do I want them to go?

- Follow the page and take advantage of the service

What steps do I need to take them there?

-The reader should feel a sense of responsibility towards themselves, thinking they've missed out a lot if they haven't taken advantage of the service, and believe that this service will lead them to more peaceful driving.

The text should be structured in a way that makes the reader worry their car is not in the best condition for the road. If they feel insecure on the road, they should be reassured by the "Before and After" photo above. The results will show them that the service is worth it.

The business is in the second phase of market complexity - a soon-to-launch business focused solely on headlight polishing. To get them to take advantage of the service, we need to tell them why we are better than the rest.

Their pain is the fear they feel on the road while driving. Their desired result is to travel long distances without a problem. What are their obstacles? Not knowing about the offered service and mistrust.

(The picture of the post will be a happy family in the car while outside is showering)

SL: How often do you hear about people getting into accidents on the roads?

How could you not want road safety for yourself and your loved ones?!

You can no longer ignore safety. Not just your own, but also that of other road participants!

Are you sure that moisture won't get into the headlight (*This is caused when the headlights are not polished** should I add this explanation in the copy itself?)and reduce or even completely cut off visibility while driving on a rainy and gloomy day?

To travel peacefully and enjoy the long-awaited spring family vacation...

The problem is solved in just 1 hour, don't be stubborn and save yourself the headache during the trip.

THE PROBLEM is no longer your concern once you book your appointment!

Don't miss out on the chance to drive with confidence and peace of mind. Follow our page and secure your spot now! Your safety on the road is our top priority, and with our headlight polishing service, you'll be ensuring just that. Don't let fear control your road experiences anymore. Book your appointment today and see the clear difference for yourself!