

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** pest management

**Business Objective:** Ensure the client has a safe clean pest free environment to live and raise their families in.

**Funnel:**social media marketing. Facebook to start

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## WINNER'S WRITING PROCESS

### 1. Who am I talking to?

- Middle aged families with children who want a clean safe home
- Landlords and property managers

### 2. Where are they now?

- Upset about pests that are destroying their homes
- Searched for an exterminator
- Looking at competitors landing pages

### 3. What do I want them to do?

- Contact SOS Property Solutions for a free inspection
- Agree to a \$49 Special
- Upsell to a monthly service plan, multi month payments or even yearly payments

### 4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- Google business seo
- Find a landing page that makes them have trust for the business
- Offer a service that is perceived as a good deal
- Build the brand recognition so that the end customer recognizes and builds trust
- I want the customer to feel that professional service are necessary

## DRAFT

Draft Copy for SOS Property Solutions

“Say Goodbye to Pests and Hello to Peace of Mind – Get Your Free Inspection Today!”

“Protect Your Home and Family with Our \$49 Special Offer – Book Now!”

“Escape the Stress of Pests – Enjoy a Peaceful, Pest-Free Home! Call Now for Your FREE Inspection!”

“Feeling overwhelmed by pests disrupting your family’s comfort and safety? At SOS Property Solutions, we understand the stress of dealing with pests. Imagine living in a home where you

don't have to worry about unwanted intruders. Our expert team is here to deliver quick and effective solutions so you can enjoy a worry-free home environment.”

“Don't Wait – Secure Your Pest-Free Home Today! Call (812) 582-9600 for your FREE inspection and take advantage of our \$49 Special. This offer is your first step towards a safe, clean home. Act now to ensure your family's comfort and safety—our special won't last long!”

What You Need to See:

- Trust and Credibility: We provide confidence through our certified experts, glowing customer testimonials, and a proven track record of success.
- Valuable Offer: Our \$49 Special is designed to kickstart your journey to a pest-free home with clear, transparent pricing and detailed service.

Why Choose Us:

- Strong Online Presence: Find us easily on Google and Facebook, with stellar reviews reflecting our commitment to exceptional service.
  - Professional Service: We use cutting-edge techniques to ensure thorough pest control, prioritizing your safety and comfort.
  - Ongoing Support: Opt for our flexible monthly, multi-month, or yearly service plans for ongoing protection. We offer payment options that fit your budget.
- Isn't it frustrating?

You've been searching high and low for a reliable exterminator, and you're probably feeling overwhelmed and frustrated. Your home or rental property deserves better.

“Transform Your Home Today! Feeling overwhelmed by pests? Don't wait any longer. Call (812) 582-9600 now for your FREE inspection and take advantage of our \$49 Special before it's gone! We're here to provide fast, effective solutions so you can enjoy a peaceful, pest-free home. Act now—your family's comfort and safety can't wait!”

At SOS Property Solutions, we believe in transparency and reliability. Our goal is to build long-term relationships with our clients based on trust and exceptional service. By choosing us, you're not just solving a pest problem – you're investing in a safer, cleaner home environment.

Don't let pests take control of your home any longer.

“Act Now for a Pest-Free Home! Contact us today for your FREE inspection. Call (812) 582-9600 right now and grab our \$49 Special before it's too late! Enjoy peace of mind with our comprehensive pest control service. Don't wait—secure your spot and start living pest-free today!”

SM topics to post about.

1. Common Pest Problems in the Area: Educate your audience about the most common pests in Washington, IN, and how they can affect homes. Include tips on prevention and when to call a professional.

2. Behind-the-Scenes of Pest Control: Show the tools, equipment, and processes used in pest control. You can create videos or posts explaining how different treatments work.

3. Seasonal Pest Alerts: Highlight which pests are more active during specific times of the year. For example, you can talk about rodents in the fall or ants in the spring.

4. DIY Pest Prevention Tips: Share helpful tips that homeowners can use to minimize pest problems. This builds trust while positioning your service as a backup for bigger infestations.

5. Client Testimonials and Success Stories: Feature satisfied customers who have benefited from your pest control services. Before-and-after images or videos can be really engaging.

6. Debunking Pest Myths: Share and debunk common myths about pests. This could be an entertaining and educational way to engage your audience while positioning yourself as an expert.

7. Promotion or Discount Offers: Highlight any current deals or limited-time discounts for new customers, using strong calls to action to encourage inquiries.

Would you like to expand on one of these?