

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type:

Business Objective:

Funnel:

WINNER'S WRITING PROCESS

1. Who am I talking to?

2. Where are they now?

a. Everywhere outside, where a car is near a client is.

b. **Current levels**

i. **Pain/Desire**

1. People are not actively searching for someone to clean their car. It needs to be amplified. Score : 2-3/10

ii. **Belief on the service**

1.

iii. **Trust the company**

1. My company is brand new, no one knows it. The trust is really LOW 1-2/10

iv. Current state

1. Cat and dog hair in the car
 - a. "i have a dog that sheds a lot, and I transport him often."
2. Car is dirty
3. No time to go to car wash
4. The car wash machine aren't good enough and hard to use
5. Lazy to do it by themselves always saying (next time i will do it...)
6. Bad smells (tabac, dog etc...)
7. Traces which don't disappear

v. Dream state

1. **The experience really matters on this business. Most of the review point out the fact the car detailer explain what they have done and keep them aware of what they are doing for their care**
 - a. **Showing to clients the car they have for THEIR CAR is important. People are attached to their vehicle:**
 - i. The service provider is extremely serious and meticulous in his work. He takes the time to thoroughly explain the steps of the work he will be doing and also takes the time to advise the client on future maintenance. Highly recommended for those who want to take care of their car's appearance.
 - ii. Very serious work, attractive price. I recommend 200%. Very friendly and smiling, and he even cleaned the engine perfectly.
 - b. **Good welcome and service experience really matters**
 - i. Good staff (good welcome)
 - ii. I've been a client for years. Vianney stands out not only for his professionalism but also for his kindness and valuable advice. You can trust him with your eyes closed. 🙏
 - iii. Very friendly and smiling
 - iv. Very warm welcome, high-quality service.
 - v. with a top team. Thank you, Net Car! 😊
 - vi. Absolutely mind-blowing. The word "perfect" isn't strong enough. Punctual, friendly, and smiling on this Monday morning after a holiday.
 - vii. It's a pleasure to find **someone passionate about their work.** ⇒ Everyone loves his car, and when someone who's passionate about cars gives

meticulous , well-cared care to their car it gives more value.

- viii. We bought a used vehicle and needed a complete cleaning. We are more than delighted with Auto Detail Pro's services.

2. Their dream state is quite simple they ALL want that car to be "BRAND NEW AGAIN"

- a. My Peugeot 308 now looks brand new despite being 10 years old. Thank you again for your work. 🙏
- b. I'm really happy to see my car looking fresh again.
- c. You made my car look new...
- d. It's like the car just rolled off the factory floor.
- e. The car is very clean
- f. An absolutely perfect job, with an **incredible finish.**
- g. The professional is very efficient. All the sand and every bit of "Trésor's" fur (my Pomeranian) was removed. I've opted for a monthly subscription to keep my car looking its best!
- h. Got it back in immaculate condition.
- i. The car is even cleaner than the day it came out of the dealership
- j. Axel doesn't count the hours. He makes your vehicle look like new and advises you on maintenance.
- k. Very satisfied with the services provided. Interior and exterior cleaning... I got my car back looking brand new.
- l. Excellent work! My car looks brand new again.

3. Affordable Service / Price / High quality service equation / Convenient service has to be HIGH

- a. The pricing is very fair. I recommend Corse Auto Detailing.
- b. An expert in his field, I can only recommend his work on my vehicle.
- c. I got my vehicle back, super clean, as if it just came out of the dealership. Very serious work, attractive price
- d. Perfect!! Thanks to Kamel for the service and the quality of the work delivered. The complete car wash is excellent.
- e. Perfect and friendly service, flawless work, and super convenient at home.
- f. Available quickly, perfect service, incredible results. I highly recommend +++
- g. A flawless job! The car looks like new, a truly professional cleaning, not to mention the tinted windows on the rear. I recommend +++. On-time pickup and delivery
- h. I was even lent a new vehicle (only 8000 km). The job was done on time, with the car cleaned inside, outside, and disinfected. I'm still trying to find a single thing to criticize,

and I can't. There are still people who work exceptionally well and businesses of QUALITY. It's reassuring. This company deserves recognition.

- i. The price is well worth the service because it's done with care.
- j. Complete interior cleaning of my vehicle at my workplace, with a monthly maintenance subscription. ⇔
Convenience/flexible
- k. Great job! Thanks so much for the **meticulous work**, my car is finally cleaned and disinfected, unlike the usual basic cleanings. ⇒ **"Meticulous/Precision is ASKED"**
- l. Professional and meticulous in his work.
- m. High-quality professional services. My vehicle was dirty inside/outside (seats) and engine. ++ From an old car, they gave me back a new one! Bravo!
- n. Great attention to detail. A stain on the seat that hadn't disappeared for years is now gone. 👍 The vehicle comes back perfectly clean and fresh, without the aggressive smell of harsh cleaning products.

Market awareness is LEVEL 3 (below explanation of my thinking).

- They are problem aware EVERYONE knows when their car is dirty ⇔ Level 2
- They are solution aware EVERYONE knows the solution to something dirty is clean ⇔ Level 3
- They might not be aware of MY service, here (small island, 300K habitants) car detailer is not something really known (I personally didn't even know, and couldn't even distinguish a car wash service and car detailer).
 - **Following the professor schema i have to call out the solution then offer my product as the best form of solution**

Market sophistication is level 5

- People are aware of this problem and also the solution
- Also this market has been here for decades. I personally think the market is completely tired of everything. (maybe i am wrong on this, correct me if needed)
 - **Following the schema: Identity Play, Experience, Niche down, "It's toasted" way.**

3. What do I want them to do?

- a. Read my flyer
- b. Call for book their car detailer service

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?

My thoughts / Brainstorm before answering the 4th question.

What will make my potential clients read my flyer ?

- A. Great background
 - a. High quality image
 - b. Related to car detailer
- B. Headline
 - a. What is the biggest outcome that my clients want when they come to get their car washed ?
 - i. Dream state = "Brand new car again" It is really a lot repeated on review
 - 1. **more than a clean up, a refurbishment** (PS : I know this looks not really good in english, but in french it is fine).
 - a. This line literally give them the "dream-state" they all want
 - b. Highlight the high quality service it is, we don't clean here we rejuvenate
- C. Offer strategy
 - a. Give them 3 offers
 - i. First offer really cheap ⇒ stupid to take it
 - ii. Second offer (the one we want) ⇒ first offer + other services with a little difference of price
 - 1. The main point here is to actually make the first offer completely not worth compared to this one.
 - iii. Third offer (high ticket) ⇒ expensive offer, all services included. It is really more expensive than second one.
 - 1. The main point here is to create a cheap and expensive offer and put one "middle offer". The client will feel stingy if he takes the cheapest. And the high-ticket will be the aim further when the trust cycle is maximized.
 - b. How can i leverage the urgency about taking this opportunity ?
 - i. Limited offer ?
 - 1. Black friday ? Offer ends by the end of november ?
 - ii. Give them a valuable reason to keep the flyer ?
 - 1. Keep and give us back the flyer and get a discount
- D. Remove objections
 - a. My client is brand new how can i leverage trust ?
 - i. Garanties
 - 1. 100% satisfied or 100% refunded
- E. CTA
 - a. Phone logo 24/7 + Number
 - b. Address

OLD DRAFT (IGNORE)

[Flyer Draft – Clean Car Services]

****Tired of driving a dirty car? We've got you covered! 🚗✨****

Does your car have:

- 🐾 ****Pet hair**** all over the seats?
- 🕒 ****No time**** to clean it yourself?
- 🚫 ****Stubborn stains**** and bad smells?
- 🚗 That "I'll do it next time" vibe?

We know how it goes. Life gets busy, and your car's cleanliness is often the first thing to slip through the cracks. But here's the good news:

****Your Car, Fresh and Clean – In No Time!****

At ****[Business Name]****, we offer expert car wash services that make your car feel brand new again.

Here's why you'll love us:

- ****Affordable prices**** (No need to break the bank!)
- ****Friendly, expert staff**** who love what they do
- ****Incredibly detailed cleaning**** – we don't just wash, we rejuvenate
- ****Convenient service**** – we come to you! (Yes, we're mobile!)

****Our services include:****

- Interior and exterior cleaning
- Pet hair removal
- Odor elimination
- Stain removal
- Engine cleaning
- Special care for hard-to-remove marks

****We do it all –**** with the utmost care and attention to detail.

****What Our Clients Say:****

- "My car looks like it just came off the dealership lot!"
- "Incredible service! Pet hair? Gone. Stains? Gone. I'm a customer for life."
- "Fast, friendly, and professional. I recommend them 100%."
- "I didn't have time to clean my car, and now I don't have to worry – they take care of everything."

****Ready for your car to look its best? Call us now!****



****Fast service**** – We'll have your car sparkling in no time!



****Call to book****: [Phone Number]



We come to you – wherever you are!

****[Business Name]****

****[Logo]****

"Clean car, happy driver."

Make your car feel new again – without the hassle. Let us handle the dirt, so you don't have to!

This flyer copy is designed to speak directly to car owners who are not actively seeking car wash services but might need one due to the common issues outlined. It highlights their pain points, the solution, and what sets your business apart, while encouraging them to take immediate action.

Here are the flyer. I will post the french version also because when i translated it on IA it moved all the letters so it doesn't look "good". So with french one you will have a overview of the flyer looking nice.

Une voiture comme à sa sortie du concessionnaire

SALETÉ
POUSSIÈRE
POILS D'ANIMAUX
ODEURS
TRACES
RAYURES

SOLUTION

PROFESSIONNELS DE
L'ESTHÉTISME AUTOMOBILE

BRILLANCE WASH

☎ 07 71 25 00 00
06 50 16 00 00



**PROMOTION
AU VERSO**

A car as it comes out of the dealership

Dirt
Dust
PET HAIRS
Odors
TRACES
SCRATCHES

SOLUTION

PROFESSIONALS OF
AUTOMOTIVE AESTHETICS
BRILLANCE WASH

07 71 25 00 00
06 50 16 00 00



BEFORE/AFTER

PROMOTION
ON THE BACK



NEW DRAFT PLEASE IGNORE THE OLD ONE I tried my best to improve from the last flyer i did which was really bad. Give me feedback G's, is it ok ?



BRILLANCE WASH

PROFSSIONELS DE L'ESTHÉTIQUE AUTOMOBILE

Plus qu'un nettoyage, une remise à neuf

Essentiel 30€	60€ OFFRE SPÉCIAL Nouveau client	Premium 200€
Lavage intérieur	Lavage intérieur	Lavage intérieur
Tapis	Lavage extérieur	Lavage extérieur
Shampoing sièges	Tapis	Tapis
	Shampoing sièges	Shampoing sièges
	Jantes	Jantes
	Destructeur d'odeurs	Destructeur d'odeurs
		Polissage (anti-rayures)

Conservez votre flyer et obtenez 10€ de réduction immédiate

 24/7

Appelez-nous
07 71 25  



Rue ~~Thompson~~ Lota
~~20000 Lota~~

Garanties
Satisfait ou 100% remboursé

Here some help with french:

Plus qu'un nettoyage, une remise à neuf = more than a clean up, a refurbishment

Offre spécial nouveau client = special new customer offer

Garantie = Guarantee

Satisfait ou 100% remboursé = satisfied or 100% refunded

Appelez-nous = call us