

Tao Of Marketing Live Example: Interior Design

Business objective - Get people to submit their details and ask for a quote for their project

Winner's Writing Process

1. Who am I talking to and why do they need this service/product?

- Middle age people who want electrical problem to be fixed that don't work

2. Where are they at now?

- In Central london area
- Viewing their page
- Level 1 problem unaware and sometimes Level 3 problem aware

a. Current state:

- Bored, stressed, because they don't know what the problem is
- Embarrassed in front of people in their house
- Broken or out of date
- Men/women feel embarrassed when people find out they have a problem
- Attention
- Social acceptance

b. Dream state:

- Problem to be solved asap or renovated
- Want a renovated version of the old one
- Makes it look exclusive (that everyone likes)

c. Solution:

- Fix the broken problem and renovate it
- Current desire 8/10
- Belief in idea and solution - low
- Trust in company - medium, and lower high (24/7 service with 1k+ 5* reviews on google, and 15 years of experience)

3. What do I want them to do?

- 1) Stop at what they are doing
- 2) Go on website
- 3) Look around

- 4) Book a call or get a quote
 - Get interested in the company
 - Build trust in company
 - Connect with their current state

4. What do they need to experience/think/feel to do that?

a) Stay on the page

- Experience of 15 years
- Customer Google Reviews
- CTA
- Rich area + Good workers

b) Ask for a quote

- Level 1 and 3 play dream outcome + why we are better (experience stage 5 play)
- Talk about experience and values
- CTA — get a quote

Why us?

- No hidden costs
- Response within 60 minutes
- Discounted hourly rates
- Always leave the house clean after they leave

Crank credibility

- Finished projects
- Email addresses and phone number

Ads?

- He has the F (F = facebook) icon in his website but it doesn't take you on their facebook page
- No google ads

CTA section

- CTA buttons
- Email addresses and phone number